

Therapy Case Study



Client: Therapy Practice

Flights: September 1st - May 31st

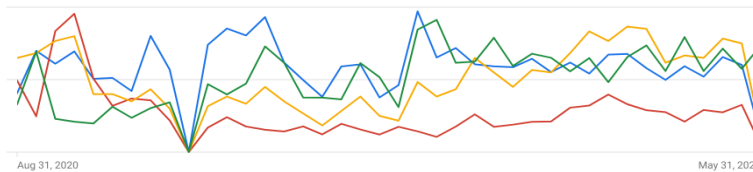
Budget: \$4,458

Goal: The goal was to consistently grow the practice by bringing in new patients each month, both virtual and in-person, and continuously working towards filling up the therapist's calendars.

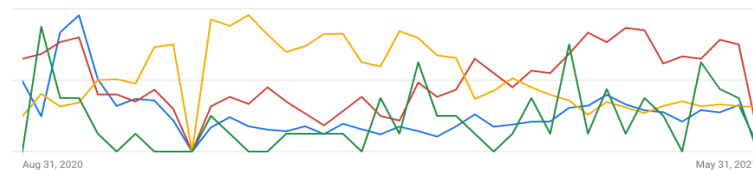
Approach: Our goal was to use a bottom of funnel approach via Google Ads to target potential patients that needed a therapist quickly. We used a variety of ad groups over time that targeted the therapist's specialties and skillsets within a tightly targeted radius of the practice's location. The result was a continuous influx of new patients month-over-month that helped establish the practice's credibility while generating positive revenue

Campaign Performance/Data

Google Ads Clicks



Google Ads Conversions



Outcome: The campaign produced an average of 1 meaningful, mid-level action for every 2.5 clicks. Out of 137 low-funnel conversion actions, 54 new patients resulted with an average lifetime value of \$1,050, a total value LTV of \$56,700, and a ROAS of 1,272%.