

## Click-to-Call Paid Search Case Study: Online Dentist Referral

### Background

The client is a leading online dental referral source, connecting patients with quality dentists in their areas.

### Challenge

Prior to partnering with The Search Agency, the client was managing its pay-per-click campaigns in-house, but struggled to efficiently optimize ad spend and lower cost-per-acquisition (CPA) given the growing scale and complexity of their online campaigns. Their in-house marketing team lacked the expertise and technology necessary to track performance data and click-to-call conversions. Because the majority of their business came from phone calls, the client needed an effective way to attribute calls to paid search advertisements and specific keywords.

**Solution**

The client partnered with The Search Agency to generate more qualified leads, reduce CPA, and drive ROI.

- **Backend data solution-** The client previously implemented closed-loop tracking, making it impossible to track calls generated from mobile devices. Given that telephone calls accounted for the majority of the client’s conversions, they needed an efficient solution for tracking performance data. The account team worked directly with the client to create a phone tracking system that allocated leads and revenue to specific phone numbers, campaigns, and The Search Agency’s Ref CDs, which are unique keyword tracking codes that track performance metrics.
- **Data integration-** After completing the backend data integration, the account team enabled TSA’s AdMax™ bid optimization platform. For each keyword, the team set the client’s cost-per-call target and began tracking each campaign’s performance. With a few months of performance data in place, the team was able to apply higher targets on selected terms in order to drive ROI.
- **Keyword Expansion-** The account team conducted extensive keyword research to include long-tail terms, negative keywords, and geo-targeted keywords.
- **Negative keywords-** The Account Team added negative keywords to the campaign to eliminate wasted spend from customers searching and clicking on ads for geographies not serviced by the client.
- **Geo-targeted campaigns-** Developed separate geo-targeted campaigns for each of their target geographies.

**Results**

The client has been highly satisfied with the performance of their paid search campaign and continues to invest significantly in the channel. Since partnering with The Search Agency, and switching from click-to-landing pages to click-to-call conversions, the client has experienced a 248% increase in revenue attributable to paid search. For their 5 top designated market areas (DMAs), the client has witnessed consistent uplift in clicks, conversions, and revenue since switching to click-to-call conversions. The client has also expanded their online marketing strategy, and The Search Agency now manages their mobile paid search campaigns.

DMA	Uptick Clicks	Uptick Conv	Uptick Rev
Los Angeles	60%	175%	146%
San Francisco	57%	250%	40%
Chicago	84%	143%	88%
New York	297%	900%	1875%
Philadelphia	81%	33%	83%