

CASE STUDY

GOOGLE ADS

How a Spa Achieved a 76% Reduction
in Cost Per Lead in Just 3 Months

Spa and Wellness



OVERVIEW



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This case study focuses on a Spa and Wellness studio specializing in medical weight loss and hair care treatments. Over a three-month period, they implemented targeted approaches to enhance audience targeting, keyword optimization, and campaign management.



ABOUT THE CLIENT

a Spa and Wellness studio specializing in medical weight loss and hair care treatments.



PROBLEM STATEMENT

They needed to generate high-quality leads while minimizing their cost per conversion.

GOALS

The primary goal over the three-month period was to bring in more qualified leads for their services at a lower cost per conversion to support business growth.



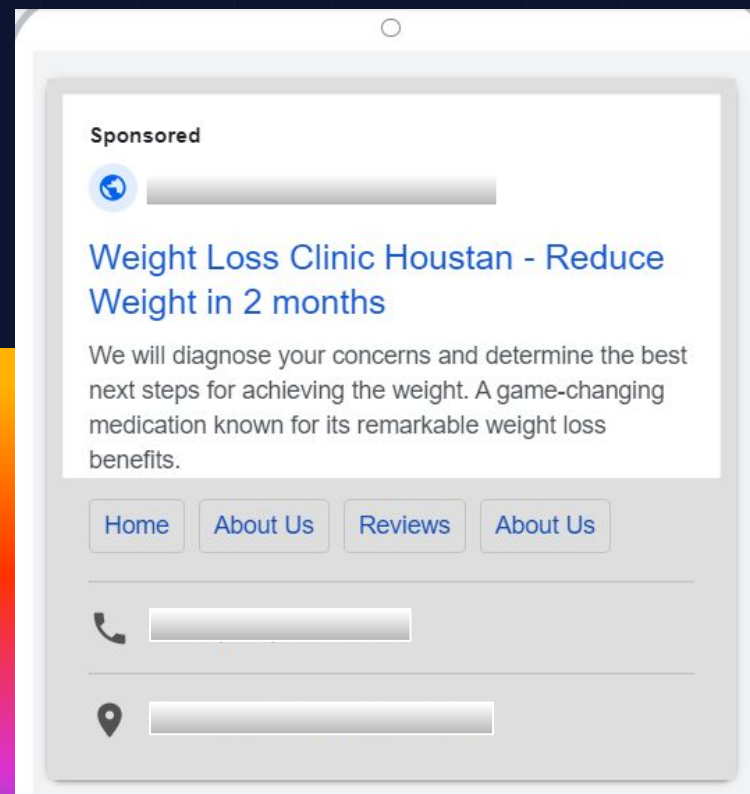
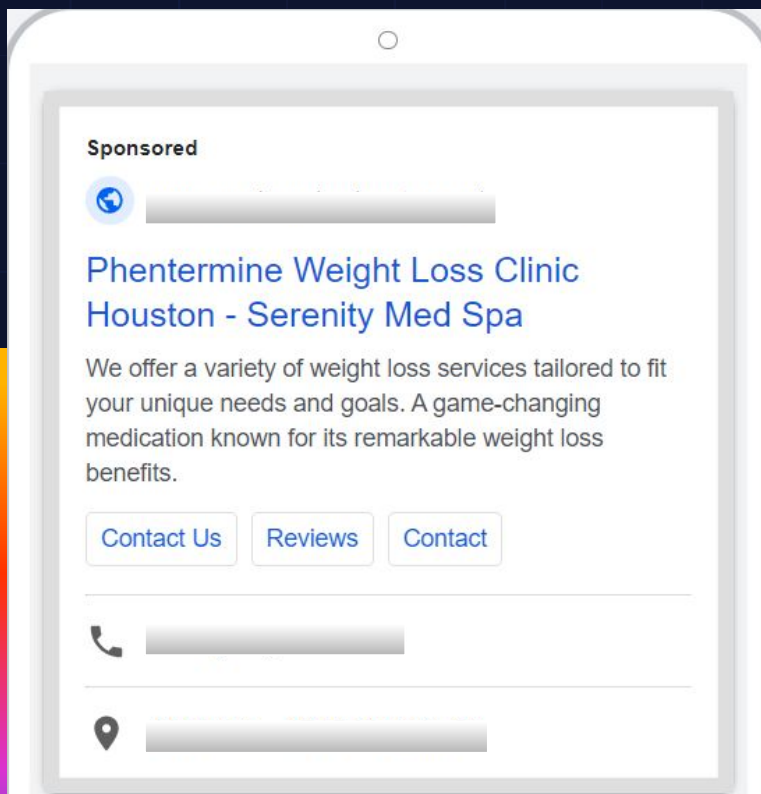
An illustration of two black chess pieces, a king and a pawn, positioned on a colorful, abstract base. The king piece is on the left, and the pawn piece is on the right. The base consists of several overlapping, rounded rectangular shapes in shades of pink, orange, and blue. The entire scene is set against a dark blue background with a subtle grid pattern.

STRATEGY

Our strategy involved several phases, starting with precise keyword and audience targeting in Google Ads, followed by ongoing optimization. First, we launched targeted campaigns and conducted basic optimizations. Then, we adjusted bidding strategies and expanded our audience targeting. Finally, we fine-tuned keyword bids, utilized Search Term Reports (STR) to reduce the cost per lead (CPL), and continuously monitored and refined the campaigns.

BEST PERFORMING ADS

The best-performing ad had high engagement, featuring calls to action like "Call." It was optimized for visibility and engagement, significantly contributing to overall lead generation.

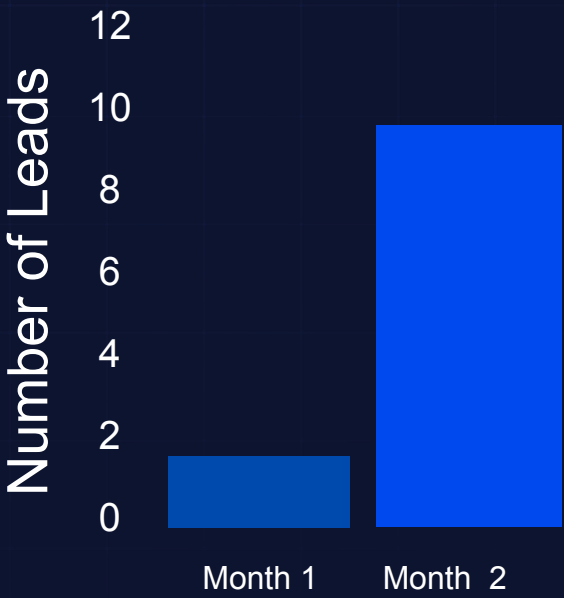


DETAILED RESULTS

The budget for the campaign was set at \$500 per month, focusing on targeted cities around Houston. The click-through rate (CTR) achieved was 6.77%, with a cost per click (CPC) of \$6.64. The total campaign cost was \$995, resulting in 16 total leads generated. Initially, the cost per lead was \$239, which was eventually reduced to \$54.42. In the first month, the campaign generated 2 leads at \$239 per lead. By the second month, leads increased to 10, reducing the cost to \$49 per lead. By the third month, the campaign generated 16 leads, achieving a final cost per lead of \$54.42.

FINAL OUTCOME

By the end of the three-month period, we successfully helped this business reduce their cost per lead by 76%, demonstrating the power of targeted and optimized Google Ads campaigns in achieving business growth objectives.



Budget: \$500 Per Month
Location: Cities around Houston

CONCLUSION

This case study highlights the critical importance of strategic planning, detailed optimization, and continuous performance monitoring in digital advertising. The results achieved for this business underscore the potential for substantial cost savings and enhanced lead quality through expert management of Google Ads campaigns.

