

# CASE STUDY

GOOGLE ADS

Boosting Patient Leads for a Medical  
Imaging Center with Google Ads

Medical Imaging Center



# OVERVIEW



## OVERVIEW

This case study explores how a targeted Google Ads campaign successfully generated high-quality phone calls and leads for a local outpatient diagnostic imaging center. The campaign focused on specific income classes and interests to reach potential patients in Bergen County, NJ, and Passaic County, NJ.



## ABOUT THE CLIENT

The client is an outpatient diagnostic imaging center offering various high-quality imaging services, including MRIs, CT scans, ultrasounds, echocardiograms, and X-rays.

The primary goal was to attract new patients and enhance the center's reputation through effective online marketing.



## PROBLEM STATEMENT

The primary challenges included attracting new patients in a competitive local market and optimizing ad spend to generate valuable leads.

# GOALS

The goals were to generate high-quality phone calls and leads for the medical practice, increase the number of new patients, and showcase the center's expertise and high-quality services online.





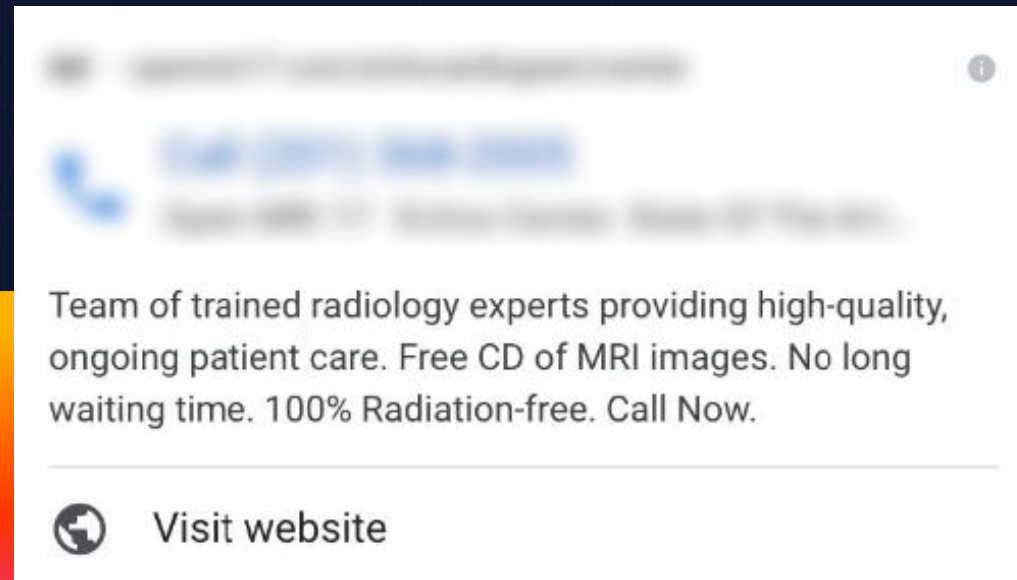
# STRATEGY

The strategy involved custom audience targeting based on specific income classes, interests in health-related services and diagnostics, and age groups from 25 to 65+. The campaign was conducted in English.

The campaign types included search ads focused on users intentionally looking for imaging services and click-to-call ads designed to generate direct phone calls to the business.

# BEST PERFORMING ADS

The best-performing ad in the campaign generated 76 high-quality phone calls and achieved a 3.45% click-through rate (CTR).



# DETAILED RESULTS

The campaign achieved a significant 76% increase in high-quality phone call leads, effectively enhancing the center's local visibility and reputation.

This surge in patient inquiries and appointments underscored the success of the cost-efficient campaign, which operated effectively within a modest budget.

## FINAL OUTCOME

The Google Ads campaign resulted in a 76% increase in high-quality phone call leads for the outpatient diagnostic imaging center, strengthening its local market presence and reputation.



**Budget:** \$1,000 per month

**Location:** Bergen County, NJ  
and Passaic County, NJ

# CONCLUSION

Through a well-targeted Google Ads campaign, the outpatient diagnostic imaging center successfully attracted new patients, increased phone call leads by 76%, and improved its local market presence. The strategic focus on custom audience targeting and campaign optimization played a crucial role in achieving these impressive results.

