

OVERVIEW — 1999Implant.com is a directory service for promoting discount dental implants and associated providers. The campaign focuses on one geographic region, driving potential patients to a single dental practice. The client wished to white-label Efferent Media’s paid ad management services upon termination of their previous marketing contract.

1999IMPLANT.COM CASE STUDY



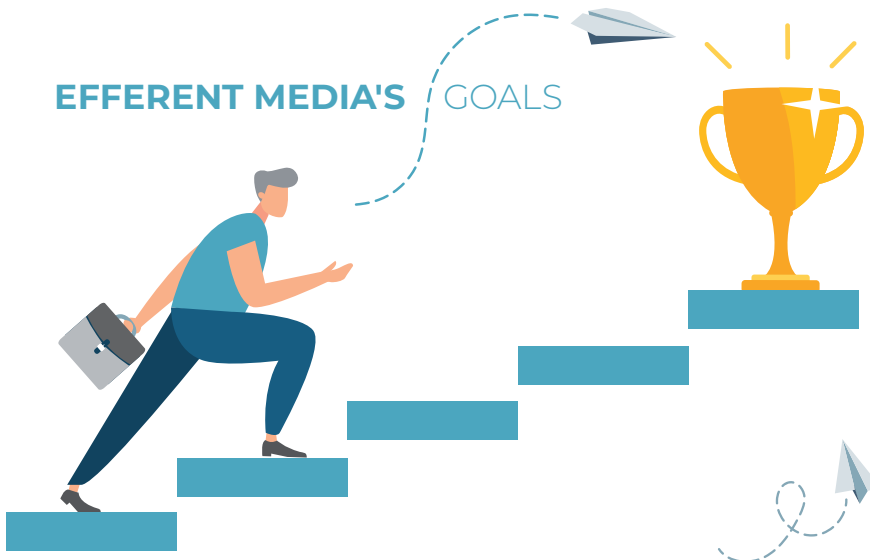
BACKGROUND — Efferent Media has a nine-year track record for successful paid search management. Our paid search specialists are Google and Microsoft certified. They can optimize new or existing accounts, developing custom strategies for each client’s needs. As with all accounts, our paid search team conducted in-depth market and competitor research before beginning 1999’s campaign to understand the landscape.



EFFERENT MEDIA'S ANALYSIS & STRATEGY

Efferent Media set up a new Google Ads campaign as the previous PPC management company set up the campaign under their name and management account, not under the client’s name. As a result, campaign history was lost. Several website modifications were required before the new ad campaign launch. The new campaign ad creation focused on a potential patient’s emotional response and need for cosmetic dental work.

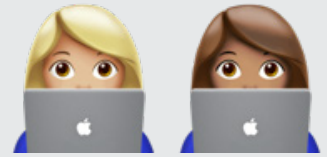
EFFERENT MEDIA'S GOALS



- ☆ Acquire conversions at the lowest possible cost per click (CPC)
- ☆ Improve long-term ROI of lead acquisition
- ☆ Establish client reputation and increase brand awareness
- ☆ Reinforce client reputation as an authority

Leveraging our experience in paid niche advertising, we created a new campaign to achieve continuous inexpensive lead generation for the white-labeled client.

Working together with our web development team, we modified an existing form with a simplified version to capture potential patient information. Once completed, in addition to other website modifications, the new campaign launched in late February 2019.



NOTE

2020 metrics include two months of campaign inactivity and one month with a reduced budget due to the COVID-19 pandemic. The campaign was terminated on November 18, and November's metrics are not included. The 2019 metrics were measured from mid-February when Efferent re-established the campaign through December.



THE RESULTS



Campaign cost decreased 29.15% YoY while conversions increased 120.73%



Average CPC decreased by 82.07% YoY from \$3.65 to \$0.65



Cost/conversion decreased 87.98% YoY from \$5.09 to \$0.61



Overall campaign conversion rate averaged 93%

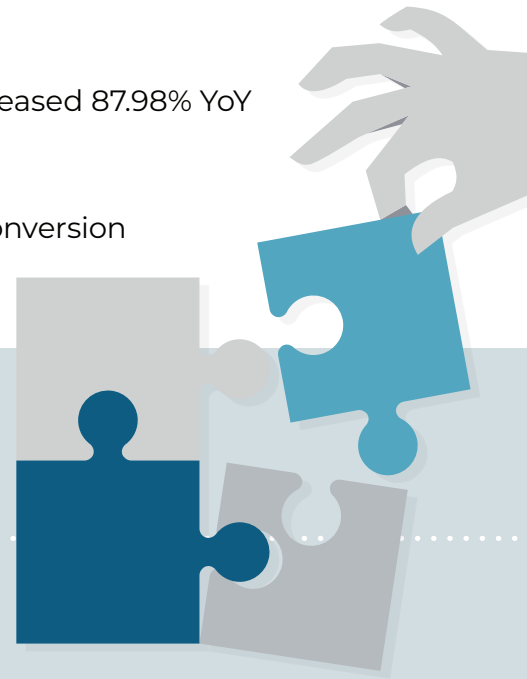
CONCLUSIONS



By leveraging the expertise of Efferent Media's paid search specialists, we were able to deliver **consistent, high-volume potential leads** in a competitive market.



Following the reactivation of the campaign following complete rebuild and after the pause due to COVID-19, we were able to **re-establish the same level of success**, showing that the original results can be replicated.



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