

# GOOGLE POWER SOLUTION REMARKETING/RETARGETING CASE STUDY

Dental Industry



## Overview

### Campaign Focus

Orthodontic Practice Growth - Increase New Patient Inquiries

### Campaign Length

6 Months

### Products Utilized

Google Power Solution  
Remarketing / Retargeting

## Objectives

To attract new patients for the Orthodontic practice, we combined Google Search and Display ads with a Remarketing/Retargeting campaign. Google Search ads targeted individuals actively searching for orthodontic services, while Display ads enhanced our visibility with engaging visuals across various websites. Remarketing and Retargeting efforts then re-engaged visitors who had previously shown interest, encouraging them to return and schedule consultations, leading to a steady influx of new patients.

## Solutions

The client tasked us with growing new patient consultations with the primary focus being to grow their orthodontic practice. Our strategy team recommended a marketing campaign utilizing Google's Search & Display Inventory. A secondary strategy (Retargeting / Remarketing) was implemented 30 days into the campaign targeting users that showed prior interest by interacting with our Google Ads.

<b>Impressions</b>	<b>Clicks</b>
<b>196,540</b>	<b>2,993</b>
<b>Conversions</b>	<b>Calls</b>
<b>47</b>	<b>28</b>