

# GOOGLE POWER SOLUTION REMARKETING / RETARGETING CASE STUDY

Dental Industry



## Overview

### Campaign Focus

Lead Generation/Patient Consultations

### Campaign Length

6 Months

### Products Utilized

Google Power Solution  
Remarketing / Retargeting

<b>Impressions</b>	<b>Clicks</b>
<b>181,000</b>	<b>2,224</b>
<b>Conversions</b>	<b>Calls</b>
<b>32</b>	<b>18</b>

## Objectives

To attract new patient consultations for the dental practice, we employed a strategic mix of Google Search, Google Display, Remarketing, and Retargeting. Google Search ads targeted potential patients actively searching for dental services, while Google Display ads increased our visibility across various websites with engaging visuals. Remarketing and Retargeting efforts focused on re-engaging visitors who had previously interacted with our website, gently nudging them back with tailored ads and reminders. This multi-faceted approach effectively captured and converted leads, resulting in a steady flow of new patient consultations.

## Solutions

The client tasked us with growing new patient consultations with the primary focus on dental implants and periodontics. 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.