



A PPC SUCCESS STORY

INDUSTRY:

DENTAL/ORTHODONTICS

GEO-TARGETING:

15 MILES AROUND MIAMI, FL

PERFORMANCE HIGHLIGHTS

MEANINGFUL METRICS

- 📞 **123 or 162 conversions** in the past 6 months have come from calls or 75%.
- 📞 Average CPA for the past 6 months is about **\$55**.

CLIENT GOAL:

10% Conversion Rate

OUR RESULTS:

CR has stayed consistently above 12% for 5 months.

PROVEN RESULTS

- 📞 Average CPC for the past 6 months is **\$7.75 (which is low for the region and industry)**.

PERFORMANCE DATA

GOAL: 10% Conversion Rate	
MONTH:	CR
*January	18.67%
February	13.30%
March	13.50%
April	15.02%
May	12.45%
*first month was not a full month	

