



ANOTHER PPC SUCCESS STORY

# DENTAL/ORTHODONTICS

GEO-TARGETING: 15 MILES AROUND MIAMI, FL

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# HIGHLIGHTS

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## 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**.

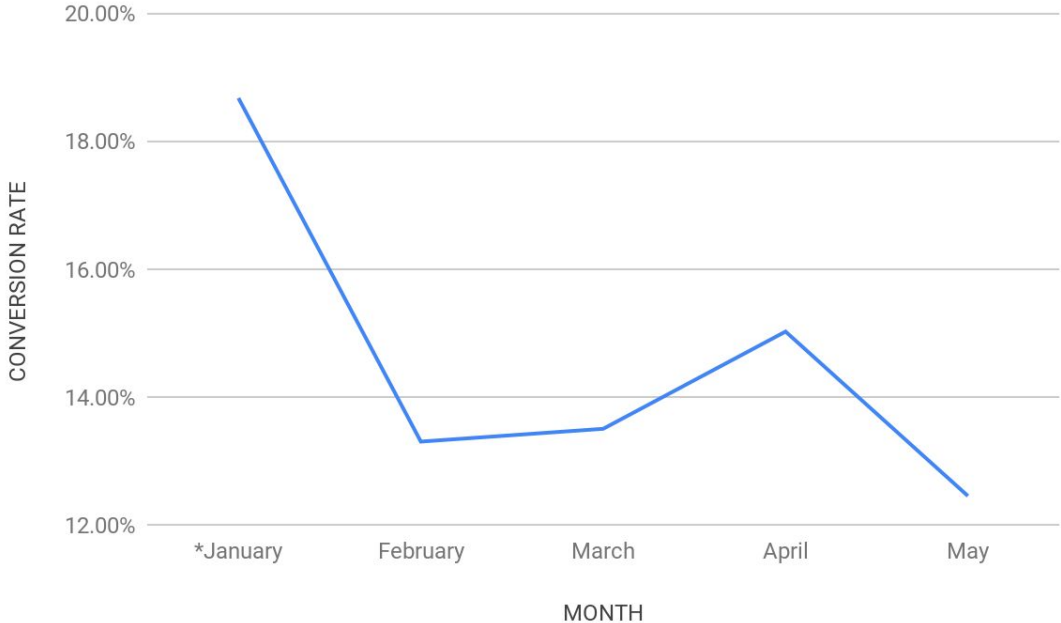
**CLIENT GOAL:**  
10%  
CONVERSION RATE

**OUR RESULTS:**  
CR has stayed  
consistently above 12% for  
5 months.

## RESULTS

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

# PERFORMANCE DATA



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

PPC performance is based on a variety of elements and can vary significantly based on geographic targeting, competitive landscape and other factors. Results are never guaranteed.

# COMMENTS

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