



ANOTHER PPC SUCCESS STORY

DENTAL/ORTHODONTICS

GEO-TARGETING: 15 MILES AROUND MIAMI, FL

HIGHLIGHTS

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**.

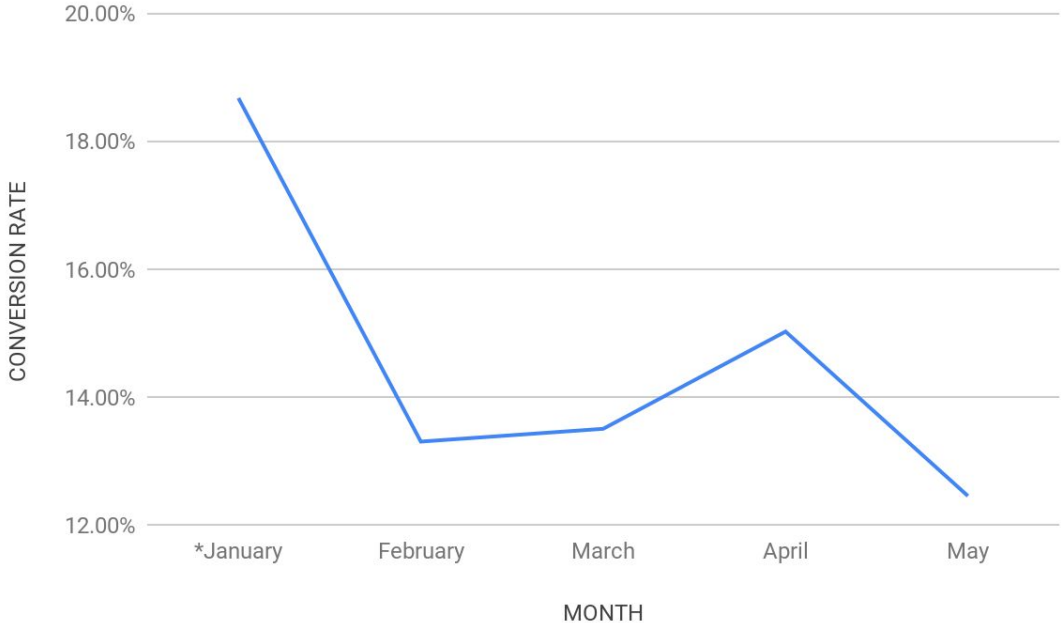
CLIENT GOAL:
10%
CONVERSION RATE

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



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	

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



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.