

CASE STUDY

PARKWAY DENTAL

How a Suburban Chicago Dental Practice Maintains a \$95 Average CPA in their Implant Ad Campaigns



CHICAGO METRO AREA



1 LOCATION



DENTISTRY

Challenge

Since 2019, Parkway Dental in Rolling Meadows, IL, has partnered with DIGI Search to influence their case acceptance rate for dental implant procedures. The barrier to entry for implant campaigns is significantly high, and the buying cycle for implants includes a wide range of research and price-shopping. Therefore, owner Dr. Song sought to target, track, and win implant patients through an effective and targeted marketing campaign.

Solution

DIGI Search launched a PPC implant campaign on Google's AdWords platform, targeting conversions created through form completions. This was buffeted by a call campaign to buildup early conversion data and define the ideal patient. Dr. Song's staff provided feedback to create actionable data points and enable optimization of his campaigns to reflect the quality of conversions.

With tracking in place, Parkway Dental reduced the average CPA (Cost per acquisition) for an implant consultation to \$94, 125% below the industry standard. Additionally, through automation, monitoring, and regular maintenance, DIGI Search sustained and scaled this campaign to continue to provide a reliable stream of implant case to Parkway Dental.

\$95



Average CPA for Implant Patient

15-30



Average Qualified Lead Per Month

75%



Online Form Completion Leads (High Value)