

DISRUPTIVE case study



THE PROBLEM

We launched a new market, San Antonio, and the CPA was \$250 even though our goal was \$100.

THE SOLUTION

We implemented a brand new strategy, where we only bid on the highest intent keywords (wisdom teeth removal type searches), versus keywords like "oral surgeons", so we put in 100% of our search efforts and spend into those, and stopped bidding on anything that isn't those keywords with a 15%+ conversion rate.

THE RESULTS

CPA went from \$250 to \$104 within just a few weeks. This also decreased overall volume for the first few months, but the leads were so much higher quality, that the number of surgeries won was actually higher.

PRODUCTS



PPC

~\$150

**decrease in cost
per acquisition**

creative

SOCIAL ADS



MOTION

