

Digital Ads Case Study

Optometrist

Scenario

An optometrist from British Columbia, Canada asked one of our partners to run ads to get more clients and phone calls. To drive more leads, this client also created a special offer with 15% off eye exams.

Results

Our Digital Ads team built a Google Ads campaign with a landing page to target people searching for eye exams and products like contact lenses. We also tracked phone calls and form fills on the landing page. Over 1 year, the client got 129 calls and 19 form fills.

Monthly Budget

\$800

Clicks

801

CTR

4.28%

Calls

129

Average Call Duration

2 minutes

Form Fills

19

