



Case Study: Dr. Tvacha Skin & Hair Clinic – Google Ads Campaign

Client Overview:

Dr. Tvacha Skin & Hair Clinic is a prominent chain with **nine locations across Mumbai and Pune**. It specializes in skin and hair treatments, including **hair restoration, skin rejuvenation, laser treatments, and dermatology services**. The clinic sought to drive more consultations and bookings through targeted digital marketing efforts.

Objectives:

- **Generate High-Quality Leads:** Increase the number of consultations by using **Google Ads** to target users actively searching for skin and hair treatments.
- **Maximize ROI:** Achieve a sustainable return on investment by focusing on high-converting traffic at an optimal cost per lead.
- **Increase Clinic Bookings:** Focus on services like **hair restoration** and **skin rejuvenation** to drive bookings at the clinic locations.

Strategy:

To achieve the stated objectives, the following strategy was executed:

1. **Google Ads Campaigns:**
 - **Search Ads:** Ads were designed around high-intent keywords like “best skin clinic Mumbai,” “hair restoration Pune,” and “laser skin treatment Mumbai.”
 - **Remarketing Ads:** Engaged users who had previously visited the website, encouraging them to book consultations through tailored follow-up messaging.
2. **Lead Generation:**
 - Implemented **lead generation forms** in ads and on the landing pages, offering **free consultations** or **discounted packages** to motivate submissions.
3. **Geotargeting:**

- Focused the campaigns on **Mumbai and Pune**, where the 9 clinics are located, to capture local patients interested in the services.

4. Conversion Tracking:

- Set up **conversion tracking** to measure **phone calls, form submissions, and appointments**, enabling continuous optimization of the campaigns.

<input type="checkbox"/>	Campaign	Optimisation score	Campaign type	Imps	CTR	Cost	Bid strategy type	Clicks
<input type="checkbox"/>	Offer Ads Dohisar	82.8%	Search	44,709	2.55%	₹12,757.47	Maximise clicks	1,142
<input type="checkbox"/>	Skin Ads Thane	81.3%	Search	21,091	4.64%	₹11,729.94	Maximise clicks	978
<input type="checkbox"/>	Hair Ads Mumbai	72%	Search	11,921	7.82%	₹11,475.58	Maximise clicks	932
<input type="checkbox"/>	Skin Ads Mumbai	62.5%	Search	9,083	7.43%	₹12,661.90	Maximise clicks	675
<input type="checkbox"/>	Offer Ads Thane #2	79.7%	Search	10,505	5.25%	₹11,680.84	Maximise clicks	551
Total: All enabled campaigns in your curr...				97,309	4.40%	₹60,305.73		4,278
Total: Account				145,275	3.77%	₹72,766.87		5,482

Results:

1. Total Spend:

- The total investment in Google Ads was **1,00,000 INR**.

2. Lead Generation:

- The campaigns generated **222 leads**, with a consistent flow across all locations.

3. Conversion Rate:

- The overall **conversion rate** from lead to booked consultation was **7%**.

4. Revenue Impact:

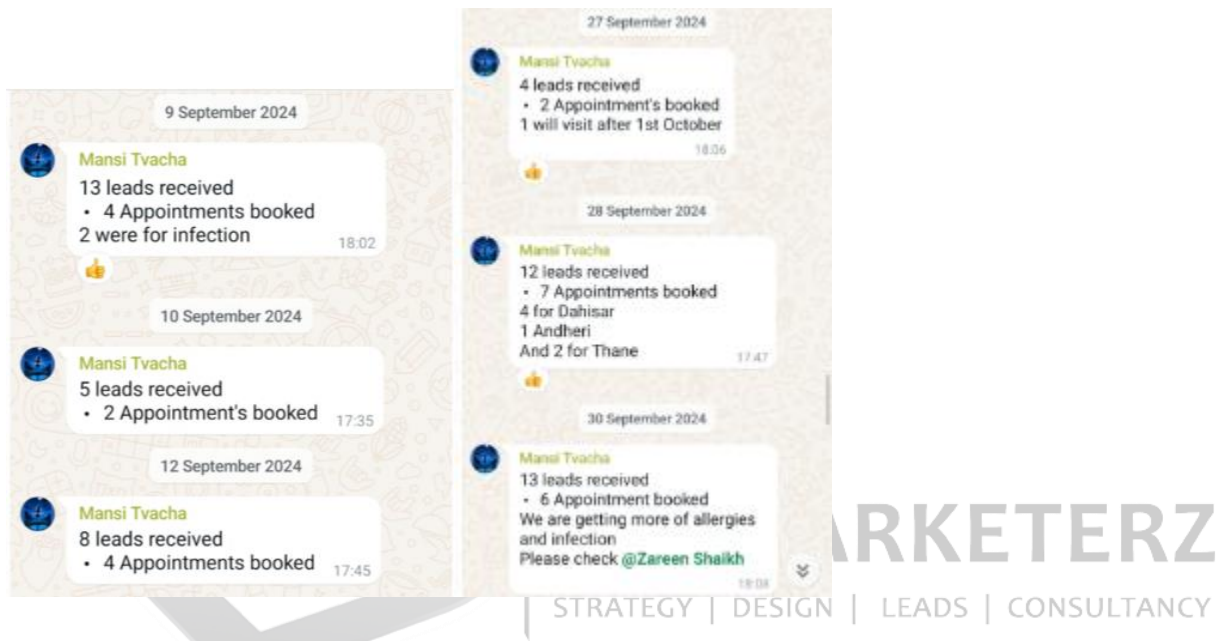
- With an average treatment cost of **40,000 INR** per patient, the clinic realized substantial revenue from the leads generated.
- **Estimated revenue** = 222 leads × 7% conversion rate × 40,000 INR (average treatment cost) = **62,16,000 INR** in revenue.

5. Cost per Lead (CPL):

- The **Cost per Lead (CPL)** was calculated as:
 - **CPL** = 1,00,000 INR / 222 leads = **450 INR per lead**.

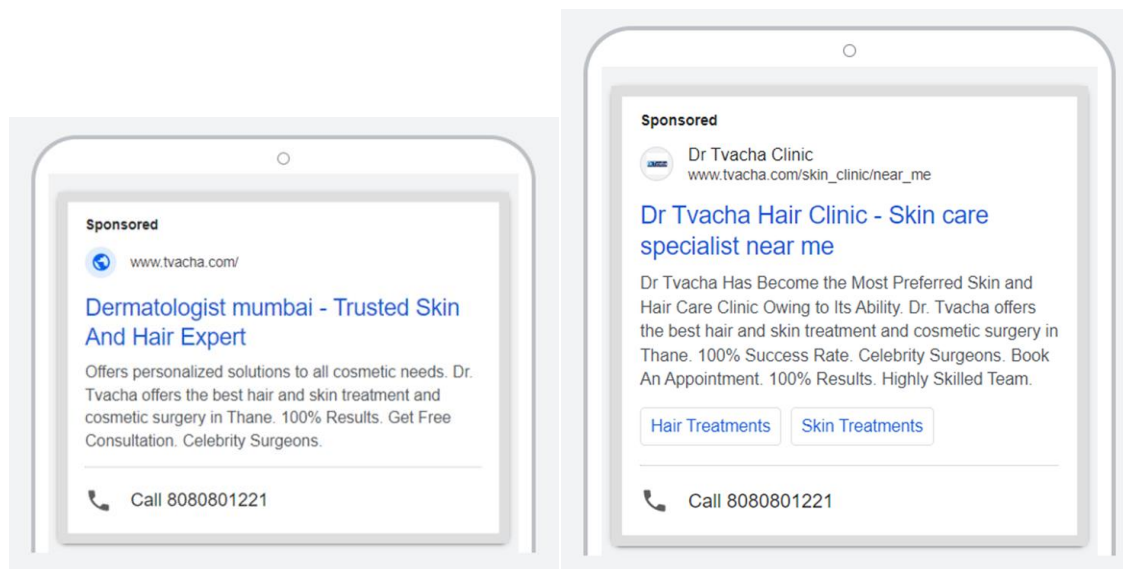
6. Return on Ad Spend (ROAS):

- The **ROAS** is calculated as:
 - **ROAS** = 600000 INR (revenue) / 1,00,000 INR (ad spend) = **6**.
- This means for every **1 INR** spent on Google Ads, the clinic generated **6 INR** in revenue.



Key Takeaways:

- **Positive ROI:** The campaign generated a **ROAS of 6**, which indicates a positive but moderate return on investment, showing that the Google Ads campaign is profitable.
- **Effective Lead Generation:** At a **CPL of 450 INR**, the clinic effectively generated leads while maintaining a sustainable ad spend.
- **High Conversion:** The **7% conversion rate** reflects that the leads generated were well-targeted and converted into patients at a reasonable rate.
- **Revenue Growth:** The clinic saw an estimated revenue of **600000 INR**, proving the campaign's ability to generate significant returns.



Client Testimonial:

"We're very satisfied with the results of the Google Ads campaigns. Although the ROI was moderate, the quality of leads and the resulting conversions were valuable for the growth of our clinic. We look forward to expanding our digital marketing strategy further."

– **Dr. Amit**, Founder, Dr. Tvacha Skin & Hair Clinic



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