

# Case Study

- **Service:** Google Ads & Meta Ads
- **Client:** Aesthetic Clinic - Florida

## Project Objectives



It started with frustration. The clinic owner had been working with a freelancer who rarely responded on time, leaving questions about campaign performance unanswered for days. Despite investing in marketing, they had no clear direction, no real insights, and worst of all—no consistent results. Leads were coming in, but they were the wrong kind: price shoppers, casual browsers, and people nowhere near ready to commit to premium procedures

That's when they were referred to us by a long-time client who had seen what the right strategy could do. From day one, the objective was clear: shift from low-quality inquiries to high-intent consultations in the competitive South Florida market.

Sell premium procedures like mommy makeovers, hair transplants, or BBL.

## Project Overview

When we audited their existing Meta ads, the problem was immediately clear. Their campaigns were optimized for form fills, not for quality. The ad creative showcased before-and-after photos with discount-focused messaging that attracted price shoppers rather than value-driven patients. There was no proper testing setup, creatives were reaching anyone interested in "cosmetic surgery" instead of the specific demographics most likely to invest in premium procedures.



**From tire-kickers to committed patients—without spending more on ads.**

Off / On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions
<input checked="" type="checkbox"/>	Lead - BBL	84	22,542	3.44	\$31.83	\$70.00	\$2,673.78	Ongoing	77.4
<input checked="" type="checkbox"/>	Offer   01...	832	59,737	5.53	\$22.03	\$140.00	\$18,332.58	Ongoing	330.2
<input checked="" type="checkbox"/>	MMO	541	77,680	3.74	\$55.40	\$200.00	\$29,973.62	Ongoing	290.7
<input type="checkbox"/>	Lead - Hair Implant	—	200	1.10	Per Lead -				
<input type="checkbox"/>	Lead (Form)	—	—	—	Per Lead -				
<input type="checkbox"/>	Lead - MMO	—	—	—	Per Lead -				
<input type="checkbox"/>	Lead - BBL	—	—	—	Per Lead -				
<input type="checkbox"/>	Lead - MMO	—	—	—	Per Lead -				

## The Way We Perform And The Outcomes We Can Achieve

We combined precise targeting with emotionally resonant messaging across every stage of the decision journey. Each procedure was treated uniquely, aligning messaging with specific patient concerns and intent.

- Procedure-specific campaigns with tailored transformation messaging
- Lead forms that filter for affordability and timeline intent
- Premium creative positioning, not budget-focused messaging
- Lookalike audiences built from existing patients
- Optimized for consultation bookings over form submissions



Adding two qualifying questions cut unqualified leads by 67% without reducing volume.



Patient testimonials converted 3x better —making authentic storytelling our core strategy.

## Conclusion

Within 90 days, the clinic went from unpredictable lead flow to a consistent pipeline of 50+ qualified consultations per month. Their sales team reported that leads were pre-sold on the value and came to consultations ready to discuss dates, not debate pricing. The referral from our existing client turned into one of our longest-running partnerships, and the clinic has since expanded their service offerings knowing their patient acquisition system can scale with them. This case proves that in premium services, it's not about reaching more people—it's about reaching the right people with the right message at the right time.

**16%**  
Conv. Rate

Out of 100 leads 16 were successfully converted in to customers.

**\$39.4**  
Cost/Lead

Average cost to get a lead looking to get the aesthetic procedures.

**8.9x**  
ROAS

Every dollar spent on ads generated \$8.9 in new customer revenue