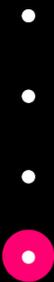




GOOGLE ADS

Case Study





MCPHERSON
MARKETING GROUP

Our Client:

This company is an outpatient diagnostic imaging center, providing high quality imaging services including MRIs, CT scans, ultrasounds, echocardiograms, and X-rays.

Goal:

Generate high-quality phone calls and leads for their medical practice.

Project Duration:

9 Months (Ongoing)

Problem Statement:

The company needed new patients for their local practice.





Strategy (Overview)

The client wanted to grow their practice and reputation by showcasing their expertise on their website. The team decided to set up a search campaign optimized for phone calls only.

The target audience was based on income and interests:

Target Audience	Interest:	Language:	Age group:	Income class:
Custom Audience	In the market for art lessons	English	25 - 65+	Top 50% and up



Best Performing Ad

A blurred screenshot of a search engine advertisement. The text is mostly obscured by a heavy blur effect, but the layout and structure are visible. It includes a header area, a main body of text, and a call-to-action button at the bottom.

Team of trained radiology experts providing high-quality, ongoing patient care. Free CD of MRI images. No long waiting time. 100% Radiation-free. Call Now.

 Visit website

- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 7k+ views.
- After generating quality link clicks and phone calls, we did not create a similar campaign for remarketing.



Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
7,943	122	76	3.45%

\$ Budget: \$1,000 Per Month

📍 Location: Bergen County, NJ
and Passaic
County, NJ

Solution (Campaigns Used):

Search Ads: Finding people who are intentionally looking for the client's services.

Click-to-Call Ads: Generating call only ads for all business types.

The Google Ads team actively optimized each campaign to achieve optimal results.

Final Outcome

This resulted in new leads for the client which helped grow the business.