Case Study

Location-Based Optimization for a Better Ranking

Growing Business

1 Executive Summary

Position² partnered with Gentle Dental, a dental practice management chain that connects and serves customers in the New England region. The company was facing challenges in scaling their customer acquisition via search channels and selected Position² as their partner. Over a four-month period, Position² was able to improve Gentle Dental's conversion rate by a phenomenal 85% and decreased the cost of conversion by 29%.

2 Challenges

Gentle Dental has close to 40 locations spread across Massachusetts and New Hampshire. Each location had its own unique challenges and pain points. For example, dental practices in Boston faced tremendous competition, low brand awareness, and low patient numbers.

Gentle Dental used both online and offline channels to reach out to their prospective customers. The company realized that online search was the most cost-effective but was hard to scale.

The biggest challenge Gentle Dental faced was not seeing a proportional increase in conversions when the budget size was increased.

The problem Position2 had to solve was straightforward – increase the number of new patients without increasing the overall cost per lead (CPL), all while staying within Gentle Dental's budget and without deprioritizing any location.

Solution

A detailed audit of performance revealed key insights which became the foundation for the revamp of the search campaigns. **The five main areas of focus were:**

- ### Targeting

  During our research, we found that one of the top reasons people chose one dental practice over the others was proximity. People prefer to go to a dental office near their home or workplace. This led us to target people who are closer to a dentist practice rather than people located within a larger city or region.

  As a result, we implemented radius targeting with each dental office as a center. We further divided the area into concentric circles with different radii; for example, we added targeting within two miles, four miles, and so on to each dental office. This enabled us to use bid modifiers to focus on the closest area surrounding the practice. As we expected, the conversion rate of people within the two-mile radius was two times the conversion rate of those who were further from the centers' locations.

  For cities with multiple practices, such as Boston, we divided the whole city based on zip codes and targeted a few zip codes from each location so there wouldn't be any overlap. This also helped us identify and exclude the areas which had a higher CPL.

- ### Focusing on New vs. Existing Customers

  Using the **Custom Match** audience features, we uploaded a list of existing Gentle Dental patients and excluded targeting them, thus enabling us to decrease the CPL. This helped us focus on new patients who were of much higher value than repeat customers.

- ## Messaging Driven by Buyer Behavior

We took the same insights from targeting to build out our messaging approach. We focused on communicating that Gentle Dental is present in the customer's hometown, and we added location extensions to make it easy for the customer to know the locations and timings of the practice.

We also introduced Broad Match Modifier (BMM) keywords based on locations and neighborhoods, and we added performing search terms as exact match keywords to increase the keyword pool.

- ## Keyword Expansion Across Specialized Services

We added keywords based on specialized services, like orthodontic dentistry and cosmetic dentistry, which were available at some practices. Some of these specialized services had higher profitability than regular services. While this change did not result in an increase in leads, it was useful in acquiring specific customers for these services.

- ## Account Restructure and Optimization

Brand keywords were combined with location names and segregated out as separate campaigns to maximize impression share.

In addition, we used target cost per acquisition (CPA) to maximize the conversions and stay within the CPL target. We moved to a position-based model attribution in March 2018 to use the target CPA algorithm more effectively.
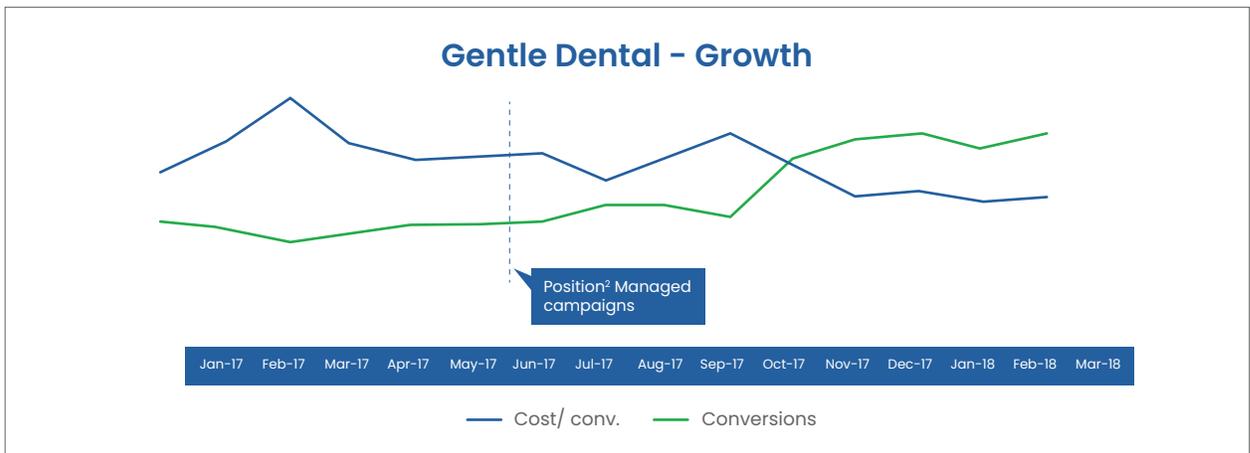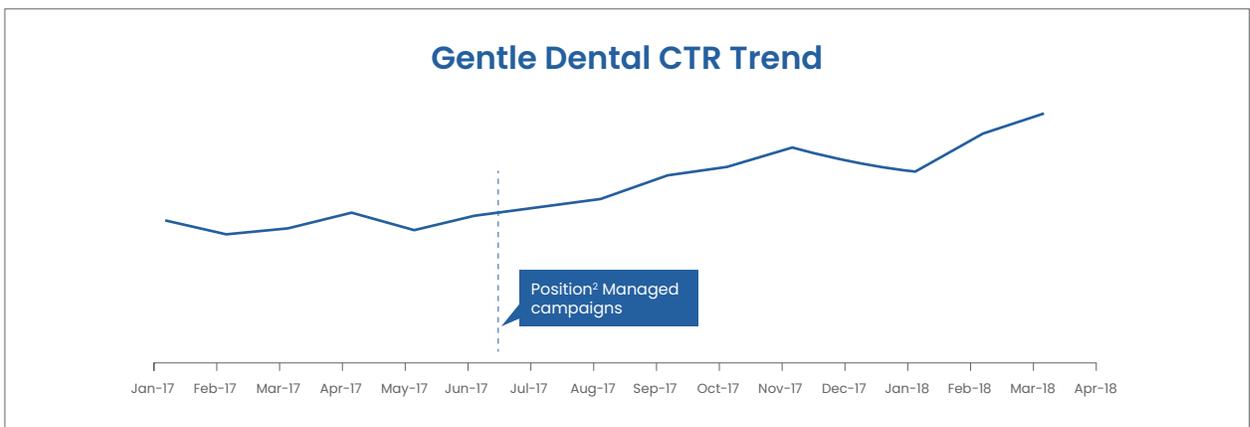
4 Outcome

CLICKS	CTR	COST	CONVERSIONS	COST/ CONV.	CONV. RATE
27%	42%	31%	85%	−29%	45%

- CTR improved by 42%

- Conversions improved by 85%

- Conversion rate improved by 45%

The graph displays an increase in the CTR trend:

Gentle Dental - Growth

Position² Managed campaigns

Jan-17 Feb-17 Mar-17 Apr-17 May-17 Jun-17 Jul-17 Aug-17 Sep-17 Oct-17 Nov-17 Dec-17 Jan-18 Feb-18 Mar-18

— Cost/ conv.   — Conversions

The graph displays an increase in the CTR trend:

Gentle Dental CTR Trend

Position² Managed campaigns

Jan-17 Feb-17 Mar-17 Apr-17 May-17 Jun-17 Jul-17 Aug-17 Sep-17 Oct-17 Nov-17 Dec-17 Jan-18 Feb-18 Mar-18 Apr-18

5 Conclusion

To sum up, this case study shows how Gentle Dental faced challenges in scaling their customer acquisition through search channels and how they overcame them. Gentle Dental was able to streamline its activities with the help of Position2. They were able to scale their website in such a way that, from the moment Position2 stepped in, conversion rate began to gradually increase, which led to a considerable decrease in the cost incurred per conversion.

About Position²

Position² is an innovative digital marketing agency that accelerates demand through integrated Content Marketing, Paid Acquisition, and Marketing Technology solutions. Our demand acceleration solutions map the buyer's journey across multiple touch points such as search, social, mobile, media and email. These integrated campaigns are powered by cutting-edge content creation, digital advertising, web design/development, marketing automation, and analytics. We serve hundreds of clients ranging from VC funded startups to Fortune 500 multinational firms. Our 200-member team is based in Silicon Valley and Bangalore and consists of marketing gurus, engineers, data scientists, writers, and designers. Founded in 2006, Position backed by Accel Partners.

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