



Case Study. Veterinarian providing In Home Pet Euthanasia Crushing it with Google Ads

Today, we look at a mobile veterinary business focusing on one major service - pet euthanasia that is thriving with Hit-the-Web Marketing's veterinary advertising package.

Hit-the-Web Marketing's advertising team focuses on driving strong conversions by creating engaging ads and content that help you obtain a higher click-through rate. The click-through rate is the number of people who clicked your ad or called you divided by the number of people that saw your ad. We continually optimize ads to increase click-through rate because our goal is not only to get clicks, but ultimately, we want the prospect to call now.

The average click-through rate on AdWords paid search ads is about 2%. Anything over 2% can be considered an **above-average CTR**.

Industry Benchmarks



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In the veterinary industry, anything around **1.5% for search campaigns and 0.4% for display campaigns** is considered a good click-through rate.

At this veterinary business, our average CTR for search is 14.35%.

The Business

A woman-owned company since 2008, located on the east coast and has seen steady growth for years, and they are now expanding their territory into a metro area with more competition.

The Details

This business has been running Google ads for a while but came to Hit-the-Web Marketing to take over management. The takeover meant reconstructing their ads and preparing to launch the company in a new location. A Grand Opening!

The Challenge

15 days after we took over Google Ads, the owner launches her mobile veterinarian business into a new location. A large metro area with more competition. Going mobile means investing capital in a dedicated van, hiring a dedicated DVM and rotating Technical assistants. So, they need leads and new business fast!

It bears mentioning, this veterinarian doesn't care about getting email for lead gen. She wants the phone to ring because due to the highly sensitive nature of her customers situation, they need her service and her team's response immediately.



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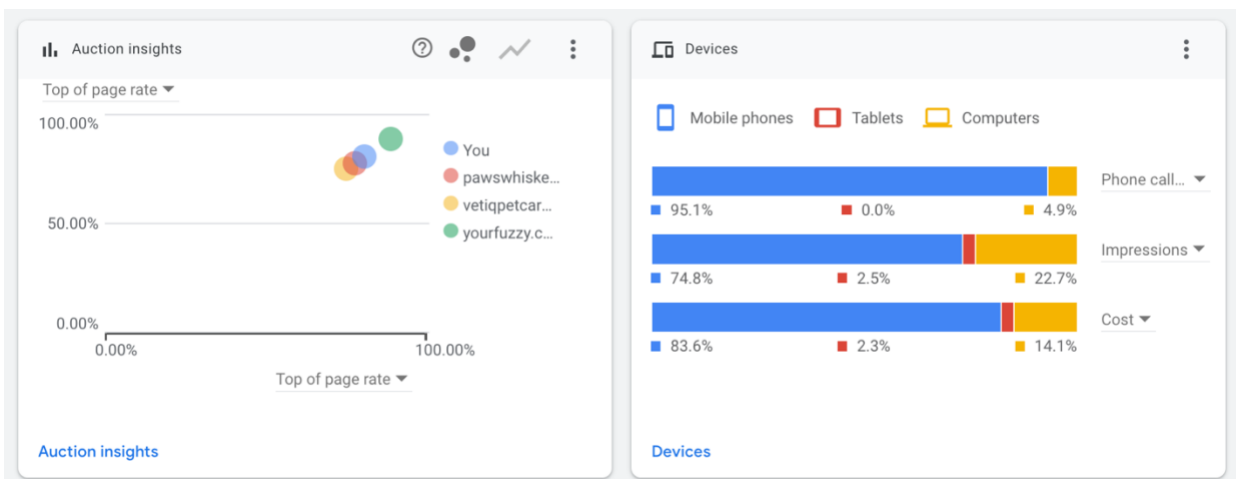
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They needed us to rebuild their campaigns and get them up to speed to have a grand opening in two weeks November 1, 2021.

Our Solution

We took on this challenge got the ad campaigns up and running and seeing better results. We created the new AdWords Search Campaign, tightly targeting the new geographic area while maintaining the area they have been servicing for many years for pet euthanasia services, with compelling ads triggered by branded and bottom of funnel keywords.

Next we designed ads for all devices (phone, tablet and desktop) while ensuring they work on mobile first. We track all incoming calls from the ads and calls after visiting the website. You can see how much traffic and activity derives from phones as shown in the image below. Hence, ads and the website pages are highly designed for this device.



Due to the nature of this business, we make sure we don't send people clicking on our ads for DIY methods of euthanasia, we don't want them clicking on ads with searches for directions to the office, and we don't want



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them clicking on our ads using their own or over the counter drugs to euthanize.

Branded ads and keywords are budget friendly. Searches using your business name are ready to buy. If competition tries to use the trick of using your branded name in their ads, google will show yours first and for less cost. You'll take up more room on the search result page, and you'll be able to send them to target landing pages.

The Results

From October 19, 2021 – March 14, 2022 the business received 2,777 clicks, 19,357 impressions, 601 direct phone calls, and 467 conversions with a 14.35% clickthrough rate.

Clicks	Impr.	CTR	Cost	Conversions	Phone calls
977	4,619	21.15%	\$956.86	228.43	300
1,800	14,712	12.23%	\$3,275.03	238.57	301
2,777	19,331	14.37%	\$4,231.89	467.00	601
2,777	19,357	14.35%	\$4,231.89	467.00	601

This mobile veterinarian has an incredible support staff that genuinely cares about growing the business. The front-house team understands customer service, marketing, and helping convert clicks and calls into new customers. When they came to Hit-The-Web Marketing, they spoke about the need for personalization with their ads and to make sure the ads and landing pages properly showcase how they feel about their customers.



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We've broken down their ad sets into two categories, branded and non-branded, and keywords around "pet euthanasia", "cat euthanasia" "dog euthanasia" and specific keywords around mobile. They travel 1 hour from their main HQ and to specific counties within the new location, so we are targeting specific veterinary keywords to attract prospects from these locations; "pet euthanasia near me".

Clicks	Impr.	CTR	Cost	Conversions	Avg. CPC	Phone calls	Conv. rate
46	123	37.40%	\$28.94	14.99	\$0.63	19	32.58%
325	2,229	14.58%	\$590.43	40.01	\$1.82	46	12.31%
371	2,352	15.77%	\$619.37	55.00	\$1.67	65	14.82%
371	2,352	15.77%	\$619.37	55.00	\$1.67	65	14.82%

In the first 30 days, we see the business received 371 clicks, 2,352 impressions, 65 direct phone calls, and 55 conversions 14% to over 37% Clickthrough Rate. A CTR much higher than the Google average of 2% and the industry average of 1%. And a low cost per click of \$.63 to \$1.82.

We start the year 2022 off with closing rate for January at 49%, Total revenue of over \$16,000, ROI of 1124%. February's 72% closing rate, total revenue \$57,600, and ROI of 4135%.



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Three tips for outstanding veterinary PPC campaigns.

1. Make sure your entire team is aware that you are running paid ads for the business. This is important because every phone call and website message should be treated as an opportunity to gain a new client and patient for your clinic. Long hold times or rushed support people will not help you convert these paid leads into new clients.
2. The ads should be sending people to a page that is built for conversions. If you don't have a custom veterinary website that works on any devices that someone clicks your ad is using, you aren't going to get many conversions. These pages should have your phone number, email, a way to make an appointment, your hours, and location, all easily located to make sure the user can reach out to you without too much trouble.
3. Google allows you to add negative keywords to your ads, and it's imperative to stay on top of it. There is a good chance that you're coming up for things like "low cost veterinary care" or "free spay and neuter operations" daily. Managing negative keywords means saving your budget from being spent on useless keywords.

Are you looking for advertising help? Hit-The-Web Marketing offers a no-risk launch to your new **veterinary Google advertising campaign!** We look forward to helping you take your business to the next level!



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