

HIGH-TICKET DENTAL / MANHATTAN

43 booked consultations \$193.05

per booked consultation

Generating high-ticket dental opportunities on a limited media budget in one of the most competitive dental markets in the U.S.

The challenge / Our work / The result

14 weeks / May 14 - August 15



THE CLIENT & THE ASSIGNMENT

A premium dental practice in a highly competitive market

Manhattan, New York City

The practice operates in a market with a high concentration of dental providers, intense competition for high-intent patients, and expensive paid search traffic.

The challenge was not simply generating more leads. It was making a constrained media budget work in an expensive and highly competitive market.

14 weeks

May 14 - August 15

\$8,301

Total media spend

THE OBJECTIVE

Generate consultation opportunities for **high-value dental treatments** while working with a relatively limited advertising budget.



THE PROBLEM / EARLY CAMPAIGN

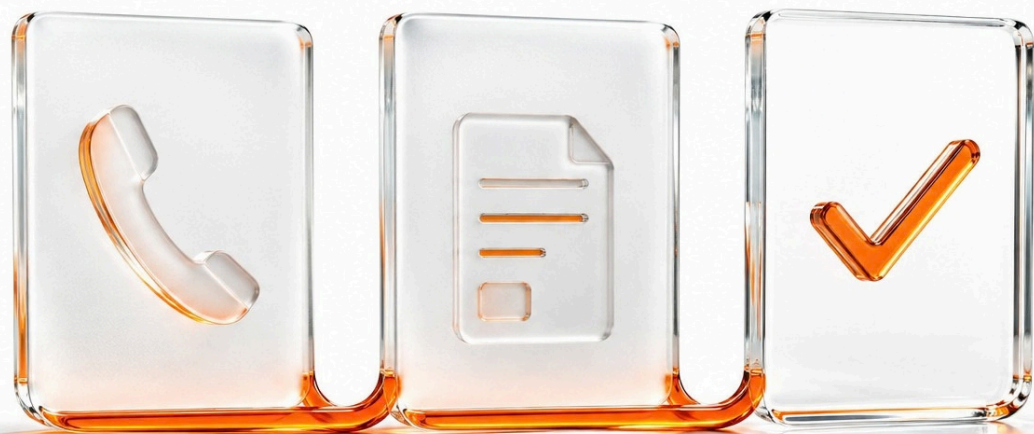
Incomplete tracking limited visibility beyond the initial inquiry

During the early stage of the campaign, a significant share of incoming inquiries lacked complete call recording or tracking status.

WEEKS 2-4

50%-60%

of leads lacked complete call recording or tracking status.



WHY IT MATTERED

Without full tracking, it was difficult to understand what happened after the lead was generated:

- **Was the patient contacted?**
- **Was a consultation booked?**
- **Was the opportunity lost during intake or follow-up?**

This limited the clinic's ability to evaluate the true business impact of its advertising.

OUR WORK / ACQUISITION & FUNNEL INFRASTRUCTURE

We worked on acquisition and the path to consultation



01

Expanded paid acquisition

Increased media spend gradually as campaign performance developed.



02

Set up and improved tracking

Improved visibility across calls, forms and lead processing status.



03

Analyzed the booking funnel

Reviewed what happened after each inquiry and where potential patients were being lost.



04

Defined the next growth opportunity

Built a clearer path toward improving consultation attendance and downstream conversion without relying only on higher media spend.

ACQUISITION / SCALING THE CAMPAIGN

We increased spend while maintaining acquisition efficiency

\$50 —————> **>\$1,100**

Campaign spend grew by more than 20×

As performance developed, media spend was increased gradually while average acquisition cost remained stable.

This was especially important in a market where high-intent dental traffic is expensive and the overall media budget was limited.



\$42.57

Average cost per inquiry

ACQUISITION RESULT / BOOKED CONSULTATIONS

Paid acquisition translated into booked consultation opportunities

43

consultations
booked

\$193.05

media cost perbooked
consultation

The campaign generated a measurable flow of booked consultations despite three important constraints:

**A highly competitive
Manhattan market**

**Expensive high-intent
dental traffic**

**A relatively limited
advertising budget**

For high-ticket dentistry, a booked consultation is a much stronger business signal than an initial lead.



OPERATIONAL RESULT / TRACKING & PROCESSING

From fragmented tracking to full lead visibility

WEEKS 2-4

50%-60%

recording or tracking status



WEEKS 13-14

100%

of incoming leads
tracked and processed

WHAT CHANGED

The practice gained a much clearer view of what happened after each inquiry.

Instead of seeing only advertising conversions, the team could follow leads further into the booking process and identify where opportunities were being lost.

This created the foundation for optimizing the full acquisition funnel, not just ad performance.

For services such as:

- Dental implants**
- Full-arch restorations**
- All-on-4 / All-on-X**
- Other high-value restorative treatments**

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graph LR; A[Media spend] --> B[Inquiry]; B --> C[Booked consultation]; C --> D[Attended consultation]; D --> E[Accepted treatment]; E --> F[Revenue]
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“How much treatment revenue can the practice create from the consultation opportunities being generated?”

NEXT OPPORTUNITY / AFTER THE BOOKING

Acquisition was only the first growth lever

Once consultation demand was being generated and tracking was in place, the next opportunity became clear:

Convert more bookings into treatment opportunities

- 01 Improve speed to lead
- 02 Strengthen follow-up
- 03 Increase consultation attendance
- 04 Track accepted treatment
- 05 Connect acquisition to treatment revenue

The next stage of growth did not necessarily require buying more leads.

It required extracting more business value from the demand the campaign was already creating.



THE RESULT / MANHATTAN DENTAL

43 booked consultations

\$193.05

Media cost per booking

\$8,301

Total media spend

14 weeks in a highly competitive Manhattan market

WHAT THE PRACTICE GAINED

- A measurable flow of booked consultation opportunities for high-value dentistry.
- The ability to increase campaign spend while maintaining acquisition efficiency.
- Full lead tracking and processing coverage by the final stage of the campaign.
- A clearer view of what happened beyond the lead.
- A roadmap for improving the funnel from booked consultation toward accepted treatment and revenue.

**From paid traffic to booked consultations -
and from bookings toward measurable business growth.**

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