



# Optimizing Facebook Ads for Dentists: 6,971 Leads at an Average CPL of \$4.86

A dental clinic sought to optimize its Facebook advertising campaigns to generate quality leads at a reduced cost while improving engagement metrics like CTR. Initial challenges included high CPL in some campaigns and inconsistent performance across their dental services.

 by Dian Tankov

# Campaign Goals

1

Reduce CPL

Lower average cost per lead from \$8.50 to below \$5.00 across all campaigns.

2

Increase Lead Volume

Scale campaigns while maintaining cost efficiency.

3

Enhance Engagement

Improve CTR through better targeting and creative strategies.



# Implemented Strategies



## Performance Audits

Identified top performers and paused underperforming campaigns.



## Creative Optimization

Introduced new video and image ads focused on specific treatments.



## Audience Refinement

Used lookalike audiences and interest-based segmented targeting.



## Budget Reallocation

Shifted spend to high-performing campaigns with better CPLs and CTRs.



# Total Results Across All Campaigns

|                  |           |
|------------------|-----------|
| Total Clicks     | 54,828    |
| Total Leads      | 6,971     |
| Average CPL (\$) | 4.86      |
| Average CTR (%)  | 2.40      |
| Total Spend (\$) | 33,866.70 |

# Total Results Across All Campaigns

ads ⚡ Had delivery ⚡ Active ads ⚡ Active ads + More views 📅 15 Feb 2024 - 31 Aug 2024

iter

15 🗪 Ad sets 📄 Ads

📄 Duplicate ✎ Edit 🧪 A/B test More 📊 Columns: Custom 📊 Breakdown 📄 Reports 📄 Export 📊 Charts

| Campaign                                    | Results                    | Reach                             | Cost per result        | Amount spent               | Link clicks     | CTR (all)                |
|---|----------------------------|-----------------------------------|------------------------|----------------------------|-----------------|--------------------------|
| Broad Audiences - diandigital               | 568<br>Website leads       | 250,745                           | \$6.95<br>Per lead     | \$3,949.76                 | 4,227           | 1.45%                    |
| Veneers - Detailed-Targeting - diandigital  | 1,911<br>Website leads     | 668,012                           | \$4.27<br>Per lead     | \$8,151.69                 | 14,125          | 2.55%                    |
| Implants - Detailed-Targeting - diandigital | 1,398 [2]<br>Website leads | 597,581                           | \$5.43 [2]<br>Per lead | \$7,587.59                 | 12,088          | 2.12%                    |
| Lookalike Audiences - diandigital           | 1,472 [2]<br>Website leads | 612,854                           | \$4.96 [2]<br>Per lead | \$7,302.75                 | 12,656          | 2.46%                    |
| Veneers - Retargeting - diandigital         | 913 [2]<br>Website leads   | 365,920                           | \$3.81 [2]<br>Per lead | \$3,476.05                 | 6,114           | 2.76%                    |
| Implants - Retargeting - diandigital        | 709 [2]<br>Website leads   | 340,749                           | \$4.79 [2]<br>Per lead | \$3,398.86                 | 5,618           | 2.31%                    |
| Results from 6 campaigns ⓘ                  | 6,971<br>Website leads     | 2,246,105<br>Accounts Centre a... | \$4.86<br>Per lead     | \$33,866.70<br>Total Spent | 54,828<br>Total | 2.40%<br>Per Impressions |

# Best Results Achieved

\$2.75

Best CPL

Achieved in August 16–August 31,  
2024.

526

Highest Leads

Generated in August 1–August 15,  
2024.

3.27%

Best CTR

Reached in August 16–August 31,  
2024.





# Campaign Insights: Veneers

Initial CPL

\$6.50 (February 15–February 29, 2024)

Best CPL

\$2.25 (August 16–August 31, 2024)

1

2

3

Tactics

New video creatives, optimized interest-based targeting,  
lookalike audiences

# Campaign Insights: Implants

1

Initial CPL

\$8.89 (February 15–February 29, 2024)

---

2

Tactics

Paused outdated campaigns, refreshed creatives, tested new audiences

---

3

Optimized CPL

\$4.57 (August 16–August 31, 2024)





# Key Takeaways

Through rigorous data analysis and strategic optimization, I assisted in revolutionizing the dental clinic's Facebook advertising approach, turning underperforming campaigns into a precision-targeted lead generation engine.

I dramatically reduced cost per lead by around 45%, generated nearly 7,000 high-quality leads, and boosted engagement rates, proving the power of strategic social media advertising.

|   |  |
|---|--|
| <p><b>203%</b></p> <p>Δράση: Αύξηση επισκέψεων στην κλινική</p> | <p><b>194%</b></p> <p>Δράση: Αύξηση εγγραφών ασθενών</p> |
| <p><b>176%</b></p> <p>Δράση: Αύξηση κλειστών ραντεβού</p>       | <p><b>374%</b></p> <p>Δράση: Αύξηση κερδών</p>           |

|   |  |
|---|--|
| <p><b>203%</b></p> <p>Δράση: Αύξηση επισκέψεων στην κλινική</p> | <p><b>194%</b></p> <p>Δράση: Αύξηση εγγραφών ασθενών</p> |
| <p><b>3199%</b></p> <p>Δράση: Αύξηση κλειστών ραντεβού</p>      | <p><b>4139%</b></p> <p>Δράση: Αύξηση κερδών</p>          |

**DEMOGRAPHIC ANALYSIS**

Ανάλυση δημογραφικών στοιχείων των πελάτων, συμπεριλαμβανομένων της ηλικίας, του φύλου και της γεωγραφικής κατανομής.