

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.



Campaign Goals

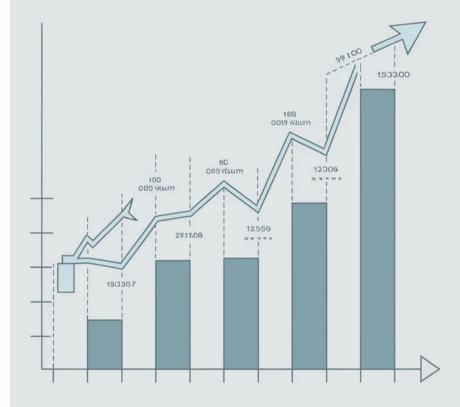
- 1 Reduce CPL

 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

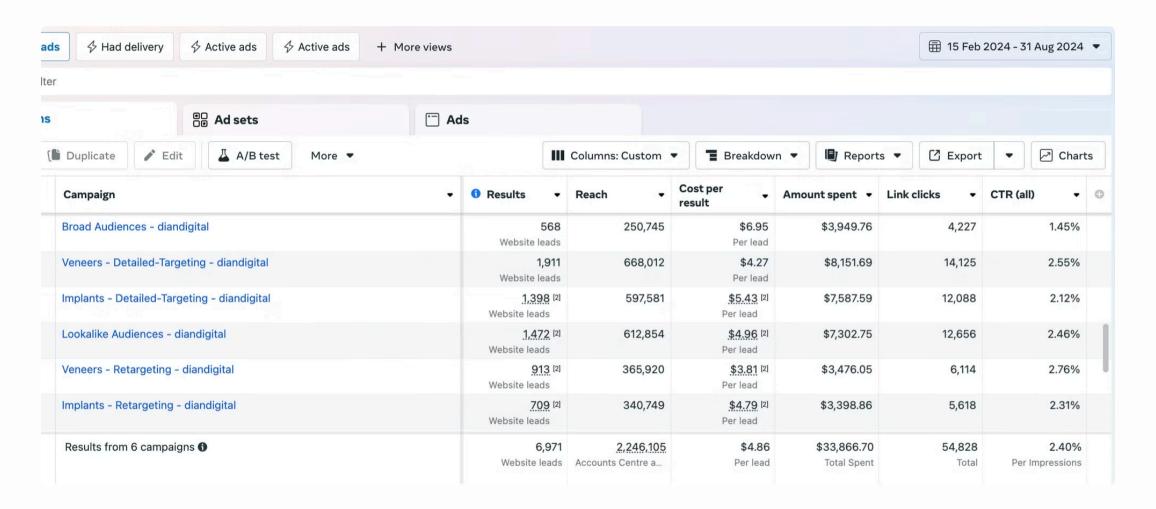
Shifted spend to high-performing campaigns with better CPLs and CTRs.



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



Best Results Achieved

\$2.75

526

Best CPL

Achieved in August 16-August 31, 2024.

Highest Leads

Generated in August 1–August 15, 2024.

3.27%

Best CTR

Reached in August 16-August 31, 2024.



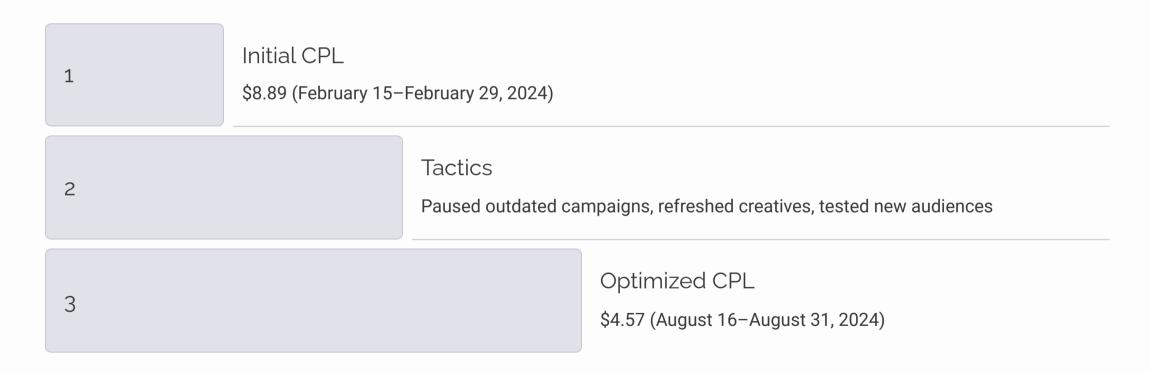


Campaign Insights: Veneers



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

Campaign Insights: Implants











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.