

PLASTIC SURGERY PRACTICE

● GOOGLE ADS

2,300+

Qualified Surgical Consultation Leads

From \$28.66 per lead. Across 12 high-value procedures.

A multi-location plastic surgery group competed in one of the highest-CPL verticals in healthcare search. ProSocial built a segmented campaign architecture covering 12 distinct procedures — using Performance Max, Local Services Ads, and precision search to drive qualified consultation leads at a fraction of the industry benchmark cost.

\$28.66

Cost Per Lead
PMax Campaign

11.4%

Peak Campaign CTR
Converting Campaign

\$300K+

Ad Spend Managed

PROCEDURES COVERED

Tummy Tuck

Facelift

Liposuction

Breast Augmentation

Breast Reduction

Rhinoplasty

Mommy Makeover

Non-Surgical

TruSculpt

Gynecomastia

Moxi

Performance Max

THE RESULT

ProSocial Intelligence restructured the account around procedure-level intent signals. PMax Local delivered 491 conversions at \$28.66 each. Local Services Ads added 441 more at \$62. Combined, the account generated 2,300+ consultation leads — well below the healthcare paid search industry benchmark of \$150–\$300+ per lead.

THE CHALLENGE

- Competing in one of the most expensive Google Ads verticals in all of healthcare
- 12 procedures each requiring distinct audiences, bidding strategies, and landing pages
- High-value surgical consultations with 30–90 day patient consideration cycles
- Multi-location account requiring geographic precision and daily budget allocation

THE APPROACH

- Built 12 procedure-specific campaigns with dedicated landing page alignment
- Layered Performance Max with Local Services Ads for complete funnel coverage
- Daily budget pacing and bid strategy management via ProSocial Intelligence
- Continuous ad copy testing to improve Quality Score and reduce CPL over time

TOP CAMPAIGN PERFORMANCE

Campaign	Conversions	CPL	CTR
PMax: Local Campaign	491	\$28.66	0.16%
Local Services Ads (LSA)	441	\$62.08	5.48%
PSC – Converting (Remarketing)	479	\$97.93	11.40%
PSC – Tummy Tuck Acquisition	233	\$196.23	10.03%
PSC – Facelift	266	\$68.87	8.44%
PSC – Rhinoplasty	25	\$53.59	11.28%
PSC – Liposuctions	145	\$179.32	10.06%

PROSOCIAL INTELLIGENCE INSIGHT

Daily monitoring identified rhinoplasty and facelift campaigns converting at a significantly lower CPL than breast procedure campaigns. ProSocial Intelligence triggered an automated budget reallocation that reduced blended account CPL by 34% over a 60-day optimisation cycle — without reducing total lead volume.