

Digital Targeting Success Story:

Center for Plastic Surgery Gets “Lift” in Customers



Client: Plastic Surgery

Category: Medical

Background:

This Plastic Surgery and Medspa offers a full array of sophisticated treatments for the face, body, and breasts. The American Society for Aesthetic Plastic Surgery reported a stunning 58% leap in the popularity of buttocks augmentation and the center wanted to tap into these emerging trends by promoting their Brazilian Butt Lifts.

Strategy:

We created a customized Household IP Targeting strategy using their existing mailing list combined with targeting women 35+ with an income of \$100K in their top 10 zip codes. In combination with the IP targeting, they have did Targeted Ad Networks, Keyword Targeting and Retargeting Video ads to show the great Before and After results their patients experience. We targeted over 300,000 impressions to all categories.

Result:

They received 13 direct appointments who took the next step to get a consultation. Consistently they have seen a substantial increase in the traffic to their site and receive on average 4-5 calls per week through their call tracking marketing number that is only seen when their display ads are seen. We are updating the IP targeting list every three months to target new clients.