

*“Working with White Shark Media has been a wonderful experience, my account executive has been great! They take away the stress of trying to properly manage and maintain successful Google advertising.”*

**Breawna Fritzler | Rose Rock Veterinary Hospital Pet**



## About Rose Rock Veterinary

The Rose Rock Veterinary Hospital and Resort is a full-service companion animal hospital. They are located in Norman, Oklahoma, and their services include pet health care, grooming, and boarding. Breawna Fritzler is the office manager and our point of contact. She decided to enlist White Shark Media's services because she felt managing her Google Ads account was too time-consuming and overwhelming for her.

## The Challenge

- Not able to quantify the results from Google Ads.
- Insufficient campaign structure resulted in irrelevant traffic.
- Low-Quality Score resulted in an unnecessarily high cost-per-click.
- No mobile strategy despite 65% of traffic coming from mobile devices.





## Campaign Goals

- ✓ To receive at least 10 to 15 qualified leads per week.
- ✓ To consistently decrease cost per conversion.

## Our Solution

### *Install All Inclusive Tracking*

- Conversion tracking in the form of Contact Us form request and call tracking were installed.
- Google Analytics was also installed in order to measure user behavior after the click.
- Call tracking was installed in order to be able to have data to make informed decisions about the account and show the client's results.

### *Implement a Mobile Strategy*

Given that it was identified that 65% of Rose Vet's traffic came from mobile devices, White Shark Media set out to making mobile bid adjustments and creating ads and ad extensions that were mobile friendly.

### *A/B Testing For The Win*

- Set the campaign as "Search Network Only".
- Organize ad groups effectively by each service offered.
- Expand our ad group segmentation to improve our ads quality and increase conversions.
- Created an extensive negative keyword list.

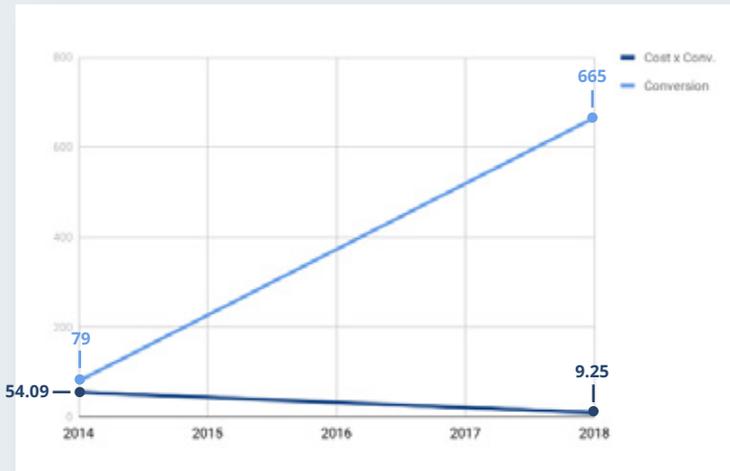
### *Proper Campaign Structure*

Every two months, we create at least two ads per ad group to identify the best performing one through a number of tests.



## Results

After we had applied the mentioned changes, the results were incredible. From the first month of campaign management until today, leads have increased by 841.77% and the conversion rate has increased by 838.30%. This was done while decreasing their cost per conversion by 17.10%. In the graph below, you can see the year to year performance that was achieved with a \$532 monthly ad spend.



## Other Results

Early this year, we decided to start using Automated Bidding as part of our strategy which allowed us to automatically set bids to maximize conversions. During the months we started using this strategy, conversions have increased by 64.71% and average CPC has decreased by 59.66%.

Campaign	Clicks	Imp.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Rose Rock Vet Hospital (WSM)	1,401	19,848	7.06%	\$2.04	\$2,855.09	292.00	\$9.71
February 2019	232	4,011	5.78%	\$2.33	\$540.00	44.00	\$12.16
March 2019	272	4,318	6.30%	\$2.23	\$606.83	51.00	\$11.78
April 2019	296	3,686	8.03%	\$1.79	\$530.03	60.00	\$8.83
May 2019	285	3,259	8.75%	\$1.88	\$534.42	68.00	\$7.82

## Conclusion

The Rose Rock Veterinary Hospital and Resort decided to enlist White Shark Media's services because the owner felt managing her Ads account was too time-consuming and overwhelming for her. Her account management team was able to turn irrelevant traffic, no mobile strategy, and a Low Quality Score resulting in an unnecessarily high cost-per-click into a much better performing campaign in little time. From the first month of campaign management until today, quality leads have increased 841.77%!