

# From Wasted Ad Spend to 148 Qualified Leads in Just 1 Year

SERVICES

Marketing Strategy

Google Ads

## We Love a Good Challenge

The Pimple Place, a cosmetic and medical dermatology clinic in Santa Monica, originally came to us for a new website. After launching their site, they decided to test out Google Ads with our team—and quickly realized how much untapped potential there was. Before working with us, their ads were broad and mostly automated, with minimal targeting.

Most of the budget was going toward call-only ads that resulted in short, unqualified calls. There was no clear tracking, no insight into lead quality, and no real strategy behind the spend. We saw an opportunity to turn things around—and that's exactly what we did.

## How We Achieved Success

We started by doing a full audit of their existing campaigns to see where things were going wrong—and the issues were clear. The clinic was targeting a wide audience with little intent to book, relying heavily on automated settings and generic keywords. We knew a complete overhaul was necessary.

But we didn't stop there—we also built targeted, automated email flows to follow up with leads who started booking but didn't finish, helping capture and convert more of their hard-earned traffic.

Conversions	Impressions	Cost / conv.	Avg. CPC
196.00	67.6K	\$56.82	\$3.01



Screenshot from Google Ads showing the decrease in cost per lead.

## In 1 year we achieved:

**148**

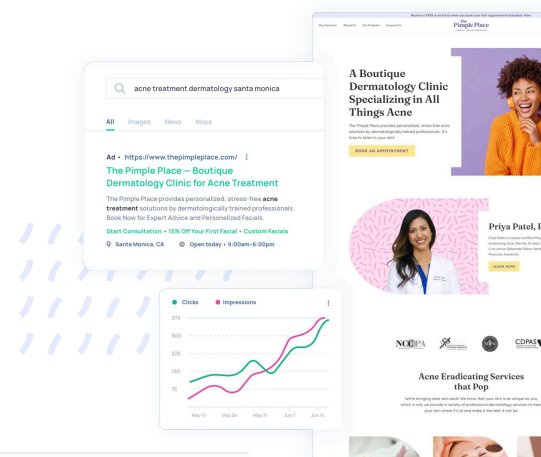
Qualified Leads with 75% Qualification Rate

**\$36.72**

Cost Per Lead in 2025

**\$12,755**

Managed Total Ad Spend



## 1 Smarter Campaigns, Built for Intent

We started by eliminating wasted ad spend on branded keywords the clinic already ranked for. Instead, we focused on high-intent search terms like “acne facial near me” and “cortisone shot Santa Monica”—queries from people ready to book. With new ad copy that emphasized expertise and personalized care, we created a campaign built to attract the right kind of traffic.

## 2 Landing Pages That Convert

We built individual landing pages for each core service, tailoring the keywords to the ad messaging that brought visitors there. These pages were clear, focused, and built for conversion—with compelling calls-to-action and social proof to build trust. Matching ad intent to landing page content makes it easier for potential clients to say “yes.”

## 3 Real Optimization with Real Feedback

We implemented conversion tracking and a lead rating system to measure results based on actual lead quality. This gave us the insight needed to optimize campaigns and reduce cost per lead while driving better performance over time.

## 4 Automated Follow-Up to Recover Lost Leads

To catch potential clients who didn’t complete their booking, we built targeted email flows triggered by user behavior. These automations followed up with helpful reminders and service-specific messaging—turning more ad clicks into actual appointments.

## Our Results

The numbers speak for themselves. In just 1 year, we helped The Pimple Place generate 196 leads—with **75% of them being qualified!** That means real people, actively looking for skincare treatments in their area, who were ready to book.

Even better? **By optimizing their campaign and refining their targeting, we brought their average cost per lead down to just \$36.72 in 2025—well below the LA industry average of \$70–\$150.** That’s more high-quality leads for significantly less money.

With smarter campaigns, better tracking, and automated follow-up in place, they’re now in a position to grow with confidence—and keep turning clicks into clients.

If you’re a medspa or dermatology clinic ready to take your Google Ads to the next level, we’d love to help you do the same.



I can not say enough great things about this company. I just started my own business and as any small business owner knows, we have to deal with a lot of different people, especially in the beginning. This was the only company that I’ve worked with who went above and beyond my expectations. I worked directly with Emily who was always pleasant, punctual, personable, knowledgeable, and so much more! I’ve been so happy with my service and highly recommend Just Digital for all of your branding and marketing needs!

—Priya Patel



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