



The challenge

A **dental marketing agency** managing multiple local practices needed to **scale Google Ads lead generation** across competitive markets with rising CPCs and limited budgets.

The objective was to **build a repeatable framework** that consistently produced qualified new patient leads at CPAs below industry averages.

The approach

JumpFly implemented a **scalable full-funnel strategy** across more than 15 dental accounts, initially targeting a \$250 CPA. The framework **centered on Performance Max** as the primary driver, **supported by segmented Search campaigns** for high-intent traffic.

As data matured, optimization shifted toward improving lead quality. Using **Call Tracking Metrics**, only verified new patient calls and qualified form submissions counted as conversions, **removing spam and non-qualified inquiries**. Continuous testing and refinement created a system that delivered **consistent ROI** and **supported efficient account growth without increasing costs**.

The results

Average **CPA dropped from over \$250 to under \$150** across 13 active accounts, with **several achieving sub-\$100 CPAs**. Lead quality improved substantially, increasing verified new patient calls and reducing wasted spend.

The resulting process now serves as a **repeatable playbook for competitive local niches**, proving that structured campaign design and disciplined data optimization can drive sustainable growth.

Building Scalable Google Ads Strategies in Competitive Local Niches

“In competitive niches, success isn’t luck. It’s the outcome of structure, patience, and relentless refinement.”

— John Stanko, Account Manager JumpFly

Featured solutions:

Account Refinement:

- › Custom Intent Audiences
- › Refined Location Targeting
- › 10,000+ Negative Keywords
- › Proven Quality Keywords
- › Expansion on Service Types

Lead Quality Improvement:

- › Lead Quality Vetting
- › New Customer Conversion Tracking ONLY
- › Target CPA
- › Shared Portfolio Bid Strategies
- › Ad Scheduling

294%

Decrease in Cost-Per-Conversion (CPA)*

227%

Increase in New Patients*

*comparing 2023 data against 2025