



Carolina Vasectomy Reversal Michael P Daniel, MD

Carolina Vasectomy Reversal + JumpFly
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JumpFly's Use of Accurate Call Quality Scoring Drives Increase in Relevant Lead Conversions



The challenge

Carolina Vasectomy Reversal is a **surgical center** providing treatment for men seeking to **restore fertility after a vasectomy**. Dr. Michael Daniel has over 30 years of focused experience in vasectomy reversal surgery. While Dr. Daniel serves a very specialized audience, the practice was looking to **reach more potential patients through paid search**.

The approach

JumpFly **restructured the Google Ads** account to **focus on users** specifically **searching for vasectomy reversals**. JumpFly also **implemented call tracking** through CallRail to provide the bidding algorithm with stronger conversion feedback using the **Google Ads conversion integration**.

Initially, calls lasting over one minute were imported as conversions. However, many irrelevant calls exceeded that duration, so JumpFly shifted to **marking only "good" calls as conversions**. At first, only calls that immediately booked appointments were marked as good, which caused conversion data in Google Ads to decline. By late summer - historically a slower time for the practice - the conversion data had become very limited.

To improve signal quality, JumpFly worked with Dr. Daniel to mark calls as **good leads when callers were specifically seeking vasectomy reversal services**. Even if the caller did not immediately book an appointment, they represented the audience the algorithm should prioritize.

The results

After implementing this change, **conversions increased by 30%** within the first 100 days. More importantly, the **quality of incoming calls improved significantly**, with qualified leads now dominating the call log.

During a two-week period beginning January 30th, 32 of 36 callers were classified as qualified leads. By **signaling only relevant calls** to the Google Ads algorithm as **successful outcomes**, the campaigns became better aligned with the **practice's target audience**. As a result, the practice has seen an **increase in booked appointments and procedures**.

High-Intent Lead Quality from Search Campaigns (Q1 2026)

82% Qualified

18% Unqualified

"Having Dr. Daniel go through and mark the relevant calls - and importing that information back to Google Ads - has taken his account to the next level."

—Dain Ferrero, Account Director, JumpFly

Featured solutions:

Attribution:

- › Data-Driven Attribution
- Manual Call Scoring

Automation:

- › Offline Conversions
- › Maximize Conversions

30%

Increase in conversion volume*

20%

Percentage of good Q1 2026 calls under a minute in duration.

*comparing Sept-Dec 2025 data against the previous 100 days