



About RiverMedical.ie

- www.rivermedical.ie
- Based Dublin, Ireland
- Cosmetic Surgery

About FirstPage.ie

- www.firstpage.ie
- Head quartered in Dublin
- AdWords specialist agency focusing solely on PPC

Goals

- Increase the number of leads from mobile
- Increase sales to grow the business
- Improve targeting
- Capture mobile audience

Case Study | River Medical

FirstPage.ie helps River Medical increase mobile conversions by 170.59% Click-Conversion rate by 91.06%

River Medical achieves remarkable results after AdWords surgery.

Founded in 2008 River Medical is based in Dublin, Ireland. River Medical specialise in the most comprehensive range of both surgical and non-surgical cosmetic procedures. They are proud to say they offer access to the best treatments, standards and practice, available anywhere in the world.

Better insights and performance

Firstpage.ie was asked to take over management of River Medical existing AdWords account from a previous provider. We immediately seen from Analytics that mobile played a huge part in the customer journey due to private nature of cosmetic surgery people did not want to perform these searches on desktops and instead turned to their mobile devices for more privacy.

We also seen the vast majority of conversions came from mobile and the greater Dublin area yet the campaign had been targeting the whole of Ireland.

Reengineering the campaign

We reengineered their account; refining the targeting and looked into the previous campaigns historical data we seen the top performing keywords and ad copy over the last several months. We grouped these together and created new campaigns each targeting a specific service with highly relevant custom targeting, keywords and ad copy all with a focus on mobile.

We advised River Medical to improve their mobile landing pages and to try and make their content more snack able with the option to go deeper with clear calls to action.

Approach

- Worked with a Google Partner Agency to create robust campaigns based on Google's best practices
- Build a PPC strategy focusing on mobile traffic
- Use mobile bid modifiers to attract more relevant traffic and increase presence
- Create mobile friendly landing page performance
- Create custom location targeting

Results

- Increased conversion by 130.00%
- Increased click conversion rate by 91.06%
- Mobile conversion rate rose by 170.59%
- Increased traffic by 20%

Targeting the mobile customer

FirstPage.ie created robust search campaigns with mobile bid modifiers targeting only the most relevant keywords and areas of the country to bring in quality converting traffic.

We included the following features:

- Custom locations
- Mobile bid adjustments
- Day of week and hour of day bid adjustments
- Mobile preferred ads
- Call tracking

Our Procedure delivered the right results

- 130.00% increase in site conversions
- 91.06% increase in conversion rate
- 170.59% increase in mobile conversions

Achieving Goals with the right partner

“First Page is informative, target and goal orientated, and integrates into our own team with enthusiasm the results speak for themselves”