Total Physiotherapy achieves 210% increase in physio enquiries using Smart Bidding Technology

Total Physiotherapy is one of the UK's largest operator of physio clinics. With 15 clinics in the UK, their vision is to be the leading suplplier of physiotherapy services in the UK.

Manchester, United Kingdom • www.totalphysio.co.uk

The challenge

Total Physio were looking to drive an increase in patients to their local clinics in a cost effective manner. After some poor experiences with other agencies, the Director's were skeptical as to the effect that PPC can have on a businesses growth

The approach

The approach was uncomplicated and follows Aquire's Methodology for PPC success.

The results

On the Beach achieved high efficiency in their account with the overall Return on Ad Spend (ROAS) surging by 82% and CTR by 21%. The ROAS for the newly implemented Audiences climbed to 4.2X that for the non-Audience encouraging On the Beach to adopt a 360 degree cross-platform Audience strategy spanning Search, Display and YouTube.

"Superb! In a world unfamiliar, Dan was able to guide the team and myself through to ensure we had exactly the product we were looking for. Daily reviews, regular discussions, and advice – this was one of the best decisions we have made"

—Simon Reece, Operations Director, Total Physiotherapy

490
Average monthly leads from PPC

£3.25
Average cost per enquiry