

# 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 supplier of physiotherapy services in the UK.

Manchester, United Kingdom • [www.totalphysio.co.uk](http://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 business's growth

## The approach

The approach was uncomplicated and follows Aquire's Methodology for PPC success. A clean account structure was implemented, split by location. Be present when a user searches for a key service in the right location with minimal wastage. A manual bid strategy was adopted and when enough conversions were present, the strategy was switched to a fully-automated, Target CPA bid strategy

## The results

Total Physio generated 319 leads in the first month of activity. Although the outbreak of covid-19 led to a halt in activity, the company gained a foothold on the market by re-activating their advertising in June 2020. Since then, the account has gone from strength to strength, benefiting from a weaker competitive landscape and taking market share from larger advertisers

**“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

**Aquire**