

DERMAMODE

SOINS MÉDICO-ESTHÉTIQUES | MEDICAL AESTHETICS

PATON

“One stop solution for laser enabled treatments. Montreal’s leader in laser hair removal.”

CLIENT BACKGROUND

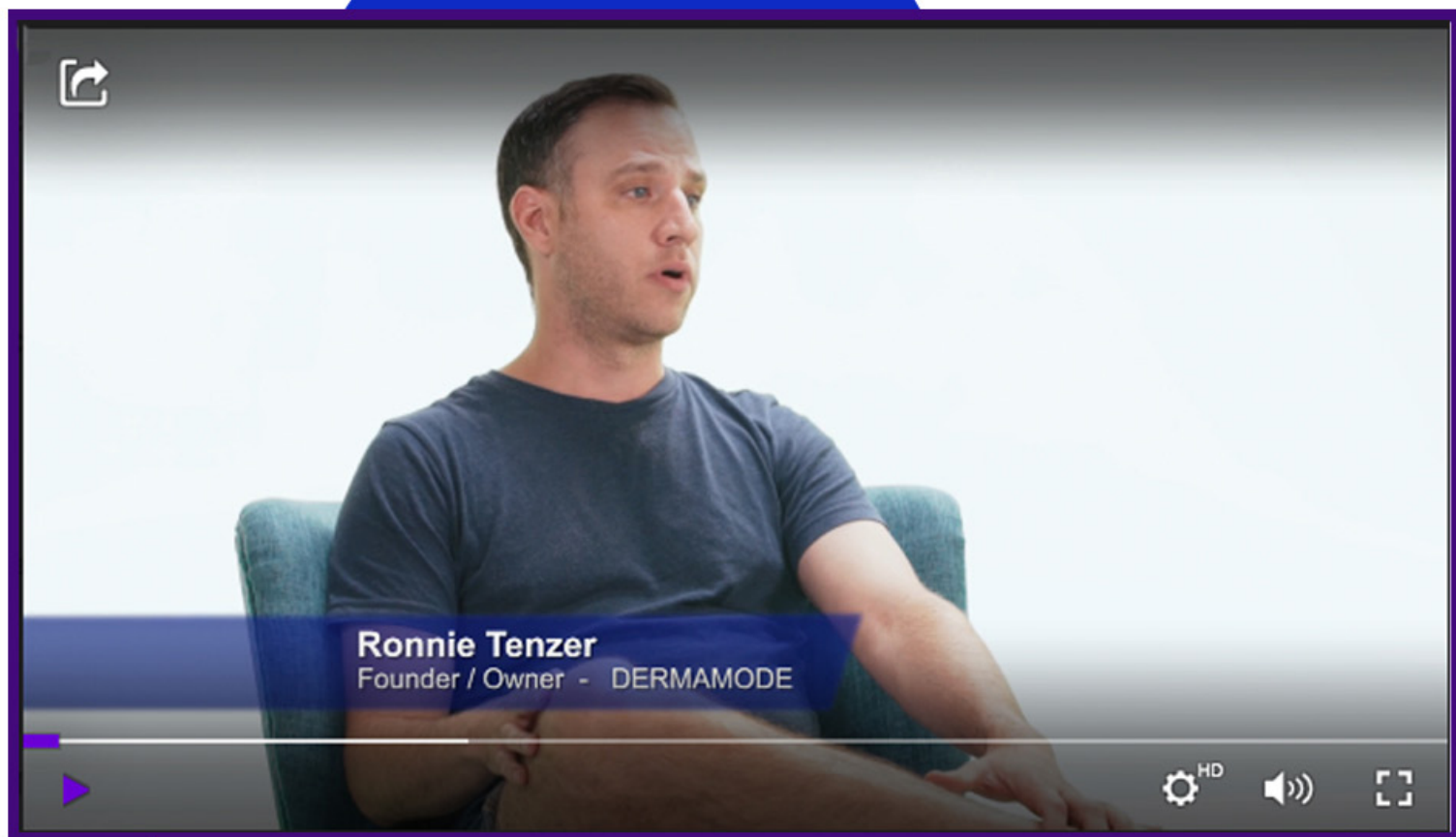
Dermamode has been Montreal’s leader in laser hair removal over the last decade. One stop solution for laser enabled treatments to cure excess hair for all skin types. Offering popular services such as microdermabrasion, electrolysis, Botox, Restylane, chemical peels, teeth whitening as well as many other services.



HIGHLIGHTS

1100% increase in conversions through Google Ads. Drastic boost in the **CTR** (click through rate) for the website. Total number of impressions increased from **6.5k** to **13.1k** in just **2 years** and **7 months**

CLIENT Testimonial



***"I would highly recommend Paton Marketing.
They've helped improve my business and they're
an amazing company to work with."***

OVERVIEW

- We carried out **SEM** activities (such as **Ad copy creation, testing, Landing page optimisation, Multivariate testing, Extensions optimisations**) that helped improve the website's **online visibility** as well **conversions**.
- We created a **comprehensive analysis** for the top search terms, which showed great results on the **search engine** which further **increased popularity** for Derma Mode. We used these strategies in a way that could **increase the CTR (Click Through Rate)** as well as conversions too.
- A proper **in-depth analysis** was done for **top performing competitors** in Laser hair removal and in medical aesthetic sector, which allowed us to execute those ideas to help with their strategies.
- Proper **KRA (Keywords Research Analysis)** has been done to achieve better **conversions** as well as better **Ad positions**.
- After proper **research** and **testing** we **finalised** to run only **search campaigns** and succeed.



We have analysed SQR (Search Query Report) and increased the total number of keywords as well as also succeeded to achieve higher ad rank for these keywords on the search engine.

- No doubt, CTR (Click through rate) plays a major role here and due to that we are getting good results. We have succeeded to increase the CTR above average for the campaign. The current CTR is 3.40% in the month of May.
- After several Research, Testing, Analysis and hard work our team was able to generate a good number of conversions through Google Ads.
- The traffic inflow saw a spike in the 2 years and 7 months of operation with a most of the new unique visitors coming from paid searches.
- In the duration of 2 years and 7 months we have succeeded to increase the total website conversions by 1100%.
- We have improved the ads ranking through ad copy testing, which has helped in maximising conversions.

BE OUR NEXT SUCCESS STORY

Speak to one of our team members
about how we can start getting the
results you want

LET'S CONNECT

