

Multidisciplinary Medical Clinic

Google Ads Lead Generation Case Study | Montreal, Quebec, Canada

OBJECTIVE

Calls & qualified leads

CAMPAIGN TYPE

Multiple Search Campaigns

MEDIA BUDGET

**CA\$184.72/day |
~CA\$5,520/month**

Campaign Strategy

Industry: Healthcare & Medical
Business type: Multidisciplinary Medical Clinic / Health Center
Primary category: Medical Clinic
Location: Montreal, Quebec, Canada
Date range: Jun 1, 2025 - Aug 1, 2026
Main goals: Phone calls and lead generation
Audience: All audience targeting with high-intent search keywords.

Work completed

- Google Ads setup and multiple Search campaigns
- Keyword research
- Conversion tracking
- GA4 + Google Tag Manager setup
- Enhanced Conversions
- Negative keyword management
- Search-term optimization
- Bid and budget optimization
- Ad copy creation and testing

High-Intent Keyword Focus

• occupational doctor near me	• occupational health near me
• occupational medicine clinic	• occupational health clinic
• occupational health center	• executive health evaluation
• executive health assessment	• executive medical assessment
• pre employment medical exam	• pre employment physical
• pre employment medical	• medical exam for employment
• pre employment medical check up	• physical examination for employment
• pre employment physical exam	• pre placement medical examination
• pre employment medical testing	

Strategy: Build separate Search campaigns around occupational medicine, executive health assessments, pre-employment medical exams and related clinic services, then optimize search terms, bidding and ad messaging around qualified appointment and call intent.

Performance Highlights

Performance figures below are taken from the supplied Google Ads screenshots for Jun 1, 2025 - Aug 1, 2026.

21,183 Clicks	262,855 Impressions	1,078 Conversions
CA\$52.3K Spend	8.06% CTR	CA\$2.47 Avg. CPC
CA\$48.52 Cost / Conversion	5.09% Conversion Rate	817 Phone Calls

Campaign-Level Results

Campaign / Service Focus	Conversions	Phone calls	Clicks	Conv. rate	Cost / conv.
FR - Montréal - Bilan	484.92	353	4,912	9.87%	CA\$34.76
FR - Montréal - Clinique privée	282.08	144	8,674	3.25%	CA\$63.37
FR - Médecine privée	81.00	107	349	23.21%	CA\$11.42
FR - Montréal - Plan Annuel	77.00	65	3,044	2.53%	CA\$60.73
EN - Médecine privée	60.00	83	363	16.53%	CA\$15.54

Optimization & Measurement

Tracking foundation

- GA4 + GTM conversion tracking
- Enhanced Conversions configured
- Phone calls and lead actions measured
- Performance reviewed across multiple Search campaigns

Optimization work

- Search-term reviews and negative keywords
- Bid and budget adjustments
- Service-specific keyword refinement
- Ad copy testing
- Multiple Search campaigns structured around medical service intent

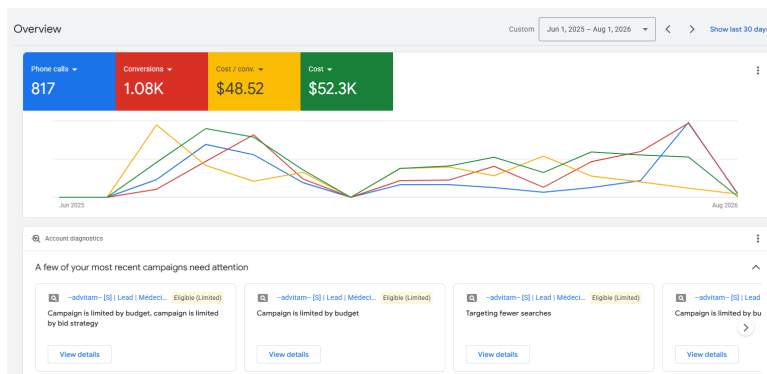
KEY RESULT

1,078 conversions and 817 phone calls were recorded in the supplied campaign report, with CA\$48.52 average cost per conversion and an 8.06% click-through rate.

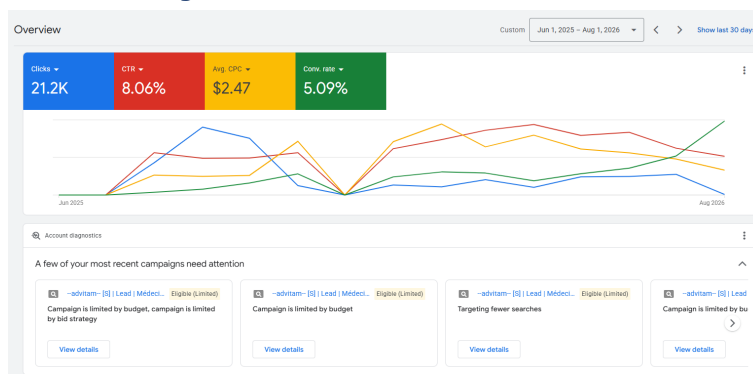
Google Ads Performance Proof

Screenshots supplied from the Google Ads account. They show the account overview and campaign-level performance used in this case study.

Account overview: phone calls, conversions, cost per conversion and spend



Account overview: clicks, CTR, average CPC and conversion rate



Campaign table: conversions, conversion value, calls, clicks, conversion rate and cost per conversion

Campaigns

CustomJun 1, 2025 – Aug 1, 2026<>Show last 30 days

+

▼

Add filter

🔍

Search

≡

Segment

📊

Columns

📄

Reports

⬇️

Download

⌵

Collapse

⋮

More

↺

↻

☐	☒	Campaign	Bid strategy type	↴ Conver	Conv. value	Cost / conv.	Impr.	Avg. cost	Cost	Campaign ID	Phone calls	Clicks	Avg. CPC	Conv. rate	Search top IS	Search top IS (rank)	Search top IS (budget)	Search lost IS	Search abs. top IS	Search lost abs. top IS (budget)
☐	☒	2026 [S] - LEAD - FR - CAN - QC - Montréal - Bilan	Maximize conversion value	484.92	331,001.00	CA\$34.76	46,591	CA\$3.43	CA\$16,858...	22893471308	353	4,912	CA\$3.43	9.87%	22.02%	41.64%	36.34%	35.60%	< 10%	36.34%
☐	☒	2026 [S] - LEAD - FR - CAN - QC - Montréal - Clinique privée	Maximize conversion value	282.08	201,209.00	CA\$63.37	116,536	CA\$2.06	CA\$17,876...	22889161094	144	6,674	CA\$2.06	3.25%	< 10%	81.36%	16.29%	16.25%	< 10%	16.29%
☐	☒	~aditram- [S] Lead Midecine prive CAN - QC - MTL - FR	Target CPA	81.00	16,570.00	CA\$11.42	6,029	CA\$2.65	CA\$925.20	23992902403	107	349	CA\$2.65	23.21%	< 10%	1.40%	> 90%	> 90%	< 10%	> 90%
☐	☒	2026 [S] - LEAD - FR - CAN - QC - Montréal - Plan Annuel	Maximize conversions	77.00	39.00	CA\$60.73	31,781	CA\$1.54	CA\$4,675.89	22890848811	65	3,044	CA\$1.54	2.53%	12.71%	64.48%	22.81%	22.67%	< 10%	22.81%
☐	☒	~aditram- [S] Lead Midecine prive CAN - QC - MTL - EN	Target CPA	60.00	9,054.00	CA\$15.54	5,506	CA\$2.57	CA\$932.11	23992902406	83	363	CA\$2.57	16.53%	< 10%	1.24%	> 90%	87.99%	< 10%	> 90%
☐	☒	2026 [S] - LEAD - EN - CAN - QC - Montréal - Check up Bilan	Maximize conversion value	58.00	31,519.00	CA\$114.68	26,672	CA\$3.84	CA\$6,651.34	22891612440	22	1,732	CA\$3.84	3.35%	14.63%	64.20%	21.16%	20.94%	< 10%	21.16%
☐	☒	2026 [S] - LEAD - EN - CAN - QC - Montréal - Annuel Membership	Maximize conversions	22.00	14.00	CA\$187.37	29,359	CA\$1.99	CA\$4,122.10	22890657504	33	2,068	CA\$1.99	1.06%	< 10%	78.21%	12.67%	12.54%	< 10%	12.67%
☐	☒	~aditram- [S] Lead Midecine cooperative CAN - QC - MTL - EN	Target CPA	8.00	3,006.00	CA\$21.71	98	CA\$9.14	CA\$173.68	23992902412	7	19	CA\$9.14	42.11%	38.32%	45.79%	15.89%	14.02%	22.43%	15.89%
☐	☒	~aditram- [S] Lead Midecine cooperative CAN - QC - MTL - EN	Target CPA	5.00	3,003.00	CA\$18.52	283	CA\$4.21	CA\$92.61	23992902409	3	22	CA\$4.21	22.73%	37.67%	48.01%	14.32%	14.06%	20.16%	14.32%
☐	☒	Labo - RDV en ligne - EN	Manual CPC	0.00	0.00	CA\$0.00	0	—	CA\$0.00	1018531429	0	0	—	0.00%	—	—	—	—	—	—
Total: All but removed campaigns in ... Ⓞ				1,078.00	578,015.00	CA\$48.52	262,855	CA\$2.47	CA\$52,307...		817	21,183	CA\$2.47	5.09%	< 10%	75.99%	19.50%	19.36%	—	—
✓	☒	Total Account Ⓞ		1,078.00	578,015.00	CA\$48.52	262,855	CA\$2.47	CA\$52,307...		817	21,183	CA\$2.47	5.09%	< 10%	75.99%	19.50%	19.36%	—	—