

Google Ads Case Study

Green Card Medical Exams — Sustained Performance Under Rising Market Costs

\$325.5K Total ad spend managed	6,406 Total conversions	9,572 Total phone calls	Jul '24–Jul '26 24-month window
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Client

Green Card Medical Exams is a local clinic providing government-mandated immigration medical exams — an appointment-driven, phone-call-heavy service where the ad account has to convert searchers into booked exam slots, not just clicks. Come Together Media has managed this Google Ads account continuously since mid-2024.

The Backdrop: A Tougher Auction

This account's data covers a period during which average cost per click on these terms climbed by roughly 54% — a market-wide cost increase, not a targeting mistake. The real test of an account isn't whether it grows when clicks get cheaper; it's whether cost per conversion holds when they get more expensive. That's the story here.

Approach

- Kept a disciplined, consistent monthly budget (~\$13K/month) rather than chasing spend increases to compensate for rising CPCs.
- Continuously tightened match types, negatives, and ad group structure to protect click quality as the auction got more competitive.
- Tracked call conversions alongside form conversions so budget followed the signal that actually reflects booked exams, not just cheap clicks.
- Monitored search impression share as a leading indicator, and shifted budget/bids to capture more of the addressable auction as efficiency improved.

Results: Early Window (H2 2024) vs. Recent Window (H1 2026)

Metric (monthly avg)	Jul–Dec 2024	Feb–Jun 2026	Change
Avg. monthly spend	\$12,863	\$13,561	+5% (flat)
Avg. CPC	\$5.16	\$7.96	+54%
Conversion rate	11.45%	15.93%	+39% rel.
Cost per conversion	\$45.25	\$49.93	+10%
Search impression share	25.8%	39.6%	+54% rel.
Phone calls / month	419	415	flat

The headline number is cost per conversion: it rose only about 10% while the average cost per click the account paid rose roughly 54%. That gap is conversion rate — up from 11.5% to nearly 16% — and search impression share, which climbed from roughly a quarter of the available auction to nearly 40%. In plain terms: the same monthly budget now reaches more of the market and converts a meaningfully higher share of the clicks it buys, which is what kept cost per booked exam from tracking the industry-wide CPC increase.

Phone call volume held essentially flat month over month (~415-420 calls) even as total clicks fell — a sign that the traffic mix shifted toward higher-intent searchers rather than volume for its own sake.

Why This Matters for Local, Appointment-Driven Healthcare Accounts

Local and healthcare accounts live or die on two things: whether the phone rings, and whether cost per booking stays sane as the market gets more expensive around you. This account shows both holding up over a two-year stretch — proof of a repeatable, disciplined management approach rather than a one-time fix.

Data source: Windsor.ai, pulled directly from the connected Google Ads account. All figures reflect actual account performance, July 2024 – July 2026.

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