

## American Laser Centers used the Google Content Network to start a chain reaction of leads and conversions



### American Laser Centers

#### About American Laser Centers

- [www.americanlaser.com](http://www.americanlaser.com)
- Farmington Hills, MI
- Laser hair removal and aesthetic services

#### Goals

- Drive higher sales while controlling costs
- Attract new customers during an economic downturn
- Offset the impact of seasonality
- Expand the reach of campaigns in a targeted, scalable manner
- Measure the effectiveness of advertising messages and focus on top-performing sites

#### Approach

- Teamed with MediaWhiz to increase reach and effectiveness in online text and display advertising through the Google Content Network
- Optimized campaigns with hundreds of ad groups, each containing between four to six keywords
- Used the Placement Performance report to identify top-performing keywords and sites, then optimized specific placements per ad group

#### Results

- Lifted conversion rate 233% between Q4 2008 and Q1 2009
- Increased conversions by 365% while cutting impressions in half
- Grew leads by 15%, 23%, and 31% respectively, quarter by quarter, starting in Q4 2008

Hair removal and skin tightening are precisely the kinds of things people prefer to research online rather than in person. That's why American Laser Centers—a leading provider of aesthetic services with more than 220 clinics nationwide—has always put so much effort into its online presence.

"People don't want to actually talk with anyone when they're first exploring something so personal," says Erick Maks, advertising director at American Laser Centers. "They don't want the pressure, just the information. That's why online advertising is a great opportunity to educate consumers before they reach out and contact us."

#### Connecting with consumers

These same dynamics led Erick to pay close attention when American Laser Centers' agency partner, MediaWhiz, recommended advertising on the Google Content Network, which is part of Google AdWords™. The Google Content Network comprises hundreds of thousands of high-quality websites, news pages, and blogs that partner with Google to display targeted AdWords ads.

"They told us it would be a great way to get out in front of a large number of eyes, generate a bunch of impressions, and cast a wider net," Erick says. "We could use it to drive brand awareness and direct response."

American Laser Centers and MediaWhiz first rolled out campaigns using text ads, which were successful, but MediaWhiz and American Laser Centers were looking for more scale. MediaWhiz suggested they leverage the graphic assets they already had to run display ads on the Google Content Network. By late 2008, both the text and display campaigns were already showing significant performance improvements. But after speaking with Google, MediaWhiz crafted a strategy to optimize the campaigns and deliver even stronger results.

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*"The Google Content Network has really helped us get more bang for our dollar. We've been able to grow scale and maintain our goal costs, putting us in a strong position."*

**—Erick Maks, advertising director at American Laser Centers**

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#### Laser focus

MediaWhiz began by working with Google to build out hundreds of ad groups, each containing four to six closely related keywords. The highly targeted groups cut a broad swath across American Laser Centers' business areas, covering not just laser hair removal and skin aesthetics but also shaving, waxing, spa treatments, and many more related topics and themes. By using small, focused keyword lists in each ad group, the team was able to increase the relevance of their ads on the Google Content Network, helping to attract qualified customers.

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## About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information visit:

[www.google.com/adwords](http://www.google.com/adwords)

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## About the Google Content Network

The Google Content Network is a simple, cost-effective way to advertise on millions of high-quality news pages, topic-specific websites, and blogs. It delivers measurable performance to advertisers at scale through innovative contextual targeting technology, allowing advertisers to both find the most engaged audiences and place ads on pages most relevant to their products. Using a variety of tools, advertisers can build ads, measure results, optimize campaigns, and expand their advertising reach to specific audiences all over the web.

For more information visit:

[www.google.com/adwords/contentnetwork](http://www.google.com/adwords/contentnetwork)

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After the campaigns ran for a while, the team reviewed the Placement Performance report, which showed performance statistics for their ads on specific domains and URLs in the Google Content Network. They could easily determine which ad groups were working and which weren't. It then became a simple matter to optimize the account by turning off under-performing ad groups and leaving on those that met American Laser Centers' cost-per-acquisition (CPA) goals, the company's acceptable cost for making a conversion.

This degree of granular control and flexibility made a huge difference to the campaigns. Because ad groups could be individually optimized, cutting waste no longer meant having to exclude a site altogether just because it wasn't converting for one ad group when it was converting for another.

"We can optimize specific placements per ad group as opposed to the campaign level really quickly," says Jill Chasser, search marketing account manager for MediaWhiz. "If an About.com page isn't converting in a cellulite ad group but it is converting for a laser hair removal ad group in the same campaign, you don't have to exclude at a campaign level anymore. The ability to utilize specific placements at the ad group level really helped us lower overall CPAs."

### Cutting impressions, growing leads

This strategy of multiple ad groups containing tightly grouped keywords helped American Laser Centers raise its campaign conversion rate by 233 percent in the first three-month period. During the same period, by fine-tuning at the ad group level and reducing waste, it also cut impressions in half—while simultaneously increasing conversions by 365 percent.

"The percentage of leads coming from the Google Content Network has continued to rise strongly in every quarter," says Erick. "Specifically, it has accounted for 15 percent in Q4 2008, 23 percent in Q1 2009, and 31 percent in Q2 2009. The Google Content Network has really helped us get more bang for our dollar. We've been able to grow scale and maintain our goal costs, putting us in a strong position."

