

“It felt busy.” Here’s what we measured.

A people-first campaign at two practices inside a 50+ practice DSO, with the paid media and website numbers shown separately.

364,574

PAID IMPRESSIONS

Meta Ads Manager

181

INQUIRY EVENTS

Attributed by Meta

\$34.63

COST PER EVENT

Blended campaign rate

Campaign window: July 9 to September 10, 2026

This report removes the client and staff names. It focuses on the decisions, results and limits that another practice can use.

The practice needed a reason to be chosen.

New-patient volume had slowed after the two practices moved away from many PPO plans, according to the client. A list of procedures would not explain why someone should trust these offices.

"We want the marketing to highlight the people, not just the services."

Practice leadership, project brief

The creative plan

Show the people

Doctors, staff and patients carried the message in their own words.

Keep the offices distinct

Each location used familiar faces and details from that community.

Make room for Spanish

The team planned bilingual content instead of treating translation as an afterthought.

Continue the story

The website routed people to the right office and gave each ad a relevant next step.

What CareRM produced

The shoot covered doctor interviews, staff introductions, patient stories and office footage at both locations. The campaign team used that material to build ads around recognizable people and specific reasons to choose the practice.

From brief to live campaign

When	What happened
May 12	The practice set a people-first brief and a new-patient growth goal for both offices.
June	CareRM planned interviews, patient stories, staff introductions, office footage and Spanish-language content.
June 24	Filming took place at both locations during a normal working day.
July 8	The first launch update reported nine ads live, with more variations to follow.
July to August	The team added creative variations, improved location routing and refined the request pages.
September 10	The reporting export captured 34 ads and the attributed results used in this report.

Campaign structure

2

LOCATIONS

2

LANGUAGES

34

ADS

11

ADS WITH RESULTS

The campaign tested staff-led and patient-led stories, direct access messages, image testimonials and several opening hooks.

What the paid campaign delivered

The export covers all 34 ad rows from July 9 to September 10, 2026.

\$6,267.57

SPEND

USD

364,574

IMPRESSIONS

Paid delivery

\$17.19

CPM

Spend per 1,000 impressions

181

INQUIRY EVENTS

Meta-attributed

\$34.63

COST PER EVENT

Blended rate

11

ADS WITH RESULTS

Of 34 ad rows

What Meta counted

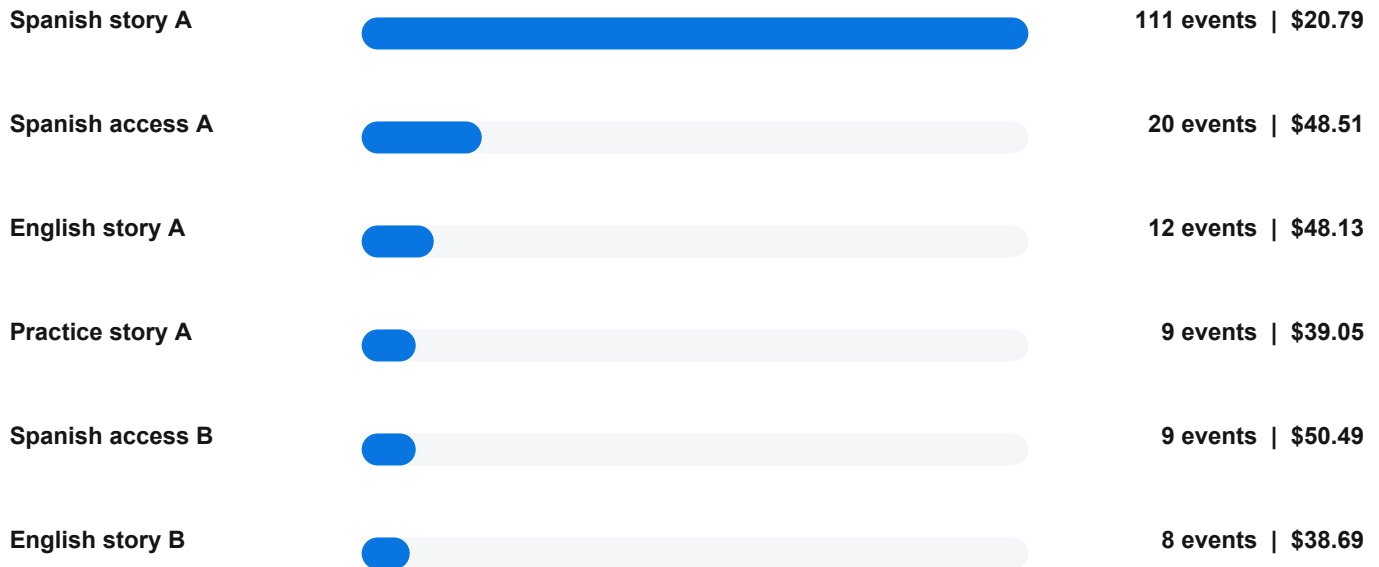
The result field is a custom off-site event named new inquiry. Meta assigned each result using the attribution setting listed for that ad. Most rows used a 7-day click, 1-day view or 1-day engaged-view window. Some used a 7-day click or 1-day view window.

An attributed event is not automatically a unique person, a qualified lead, a booked appointment or revenue. Those outcomes require contact and appointment records from the practice.

Source: Meta Ads Manager ad-level export downloaded September 10, 2026. Spend and impressions sum across ad rows. Reach is not totaled because the same person can appear in more than one ad row.

One ad carried most of the response

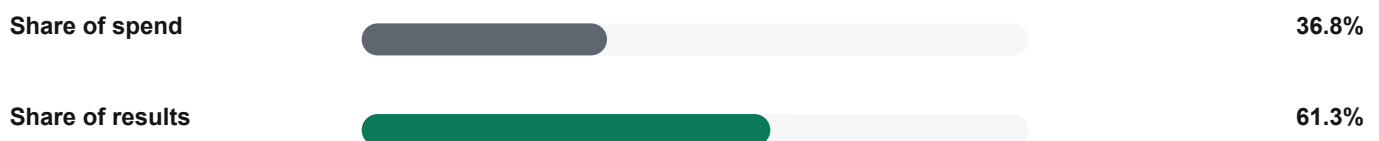
The campaign worked because a clear winner emerged. It did not require every ad to perform equally.



Top six ads by attributed new-inquiry events. Cost shown is Meta's cost per result for that ad.

The winning ad earned more budget

The strongest Spanish-language story generated 111 events at \$20.79 each. It accounted for 61.3% of all attributed results while using 36.8% of campaign spend.



Put several credible messages into the market, watch where response concentrates, and move budget toward the clearest winner.

The 23 rows without an attributed result used \$494.65, or 7.9% of total spend. Most campaign spend went to ads that produced attributed events.

31.5× request-page activity

At the two pilot practices, weekly activity on the request-appointment pages rose about 31.5× after launch (about 21 to 656 a week, both practices combined, estimated from the site's chart). It is not a count of visitors, bookings, patients or revenue.

About 21

BEFORE PER WEEK

26 complete weeks

About 656

AFTER PER WEEK

6 complete weeks

Weekly combined Request Appointment page activity



Gray shows the weeks before launch, while the previous agency ran Google Ads. Blue shows the weeks after launch. Every complete after-week used in the average was above 600 combined counts.

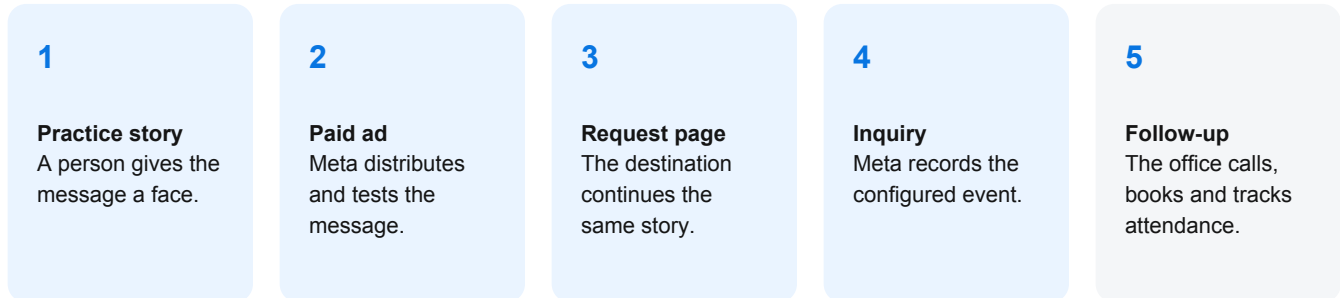
How to read this comparison

Before covers January 4 to July 4, 2026. After covers July 12 to August 22, 2026. The July 5 week includes the launch transition. The August 23 week is shown but excluded from the six-week average.

Values were estimated from pixel positions in the supplied chart, not exported from analytics. January through June should be read as under 20 rather than as precise weekly differences. The chart does not establish unique visitors, booked appointments, revenue or the effect of one channel by itself.

The campaign worked as a connected path

The creative earned attention. The request page captured intent. The practice still needs CRM data to show what happened after each inquiry.



What this report can show

Available now	Still needed
Spend, impressions and Meta-attributed inquiry events	Unique contacts and qualified inquiries
Cost per event by ad	First response time and contact rate
Request-page activity by week	Booked and attended appointments
Which creative received the results	Accepted treatment, revenue and return on spend

The next report should join ad, contact and appointment records with one campaign identifier. That would show which messages create patients, not only inquiry events.

Plan one people-first campaign

Use one location and one growth goal. Keep the first test small enough to learn from.

Decision	Your answer
Who should tell the story? Doctor, staff member or patient	
What should a prospective patient understand? One reason to choose this office	
What will the destination page continue? Same person, place, offer and next step	
What event will count as an inquiry? Define it before launch	
Who follows up, and how fast? Name an owner and target response time	
What proves business value? Booked, attended and accepted care	

Bring one current campaign.

We will look at the ad, the page and the follow-up path with you.

carerm.com/get-started

Questions? Email kai@carerm.com