



Uniq Laser **CASE STUDY**

THE PROJECT

Uniq Laser

UniQ Laser Centers offers a diverse range of services designed to help clients look and feel their unique best. Specializing in Laser Hair Removal, CoolSculpting, Hydrafacial, Microneedling, Botox and Fillers, Skin Rejuvenation, and more, the treatments at UniQ Laser Centers are tailored to address various concerns. Whether it's reducing unwanted body hair, combating signs of aging, treating acne scars and stretch marks, targeting unwanted fat, or toning up, the expert team at UniQ Laser Centers creates customized solutions for their clients. The center takes pride in assisting clients to look and feel their best, celebrating what makes each individual uniquely beautiful.

Location: 95 Washington St #606, Canton, MA 02021



THE CHALLENGE

UniQ Laser offers various aesthetic services and aims to achieve local ranking for specific service-based keywords relevant to their business, such as medical aesthetics, facials, Botox, and fillers, among others.

The client wanted to launch a Google My Business campaign to enhance local visibility. However, before partnering with Growth99, their ads were underperforming.



THE SOLUTION

In May of 2023, UNIQ Laser began its partnership with Growth99, an experienced entity in the field of medical aesthetics lead generation. Growth99 expertly assisted UNIQ Laser in identifying key industry-specific keywords, aligning them with the search behaviors of their target audience.

The adept paid media team at Growth99 thoroughly optimized UNIQ Laser's Google ads. This included setting up Google Brand campaigns, creating search campaigns for specific services, and utilizing high search volume keywords. The goal was to improve the performance of the Google ads to increase lead generation, reduce cost-per-result, and improve overall ad metrics such as keyword impressions, Google lead rates, and cost per lead.





The Paid Media Team started with the basics, which include:

- Competitor Research
- Keyword Research for writing ad copy
- Facebook Ad copy with high search volume keywords
- Creating appealing creatives/graphics
- Setting up Integrately (3rd Party CRM) for lead tracking



Techniques that helped boost the campaign performance and made the ads are relevant and optimized include:

- Closely monitoring each campaign's performance
- Changing creatives if needed
- Change the primary text and headline to get more traction
- Create a Look-alike audience campaign
- Customize Facebook campaigns to the client's needs



THE RESULTS

Click Through Rate

Click-through rate (CTR) measures the percentage of people who click on a specific link or ad after seeing it on their news feed or timeline. It is calculated by dividing the number of clicks by the number of impressions and multiplying by 100. The click-through rate has been 2% or higher, showcasing the effectiveness of the Facebook Optimization Strategy.

Campaign		CTR ▼	Avg. CPC	Cost / conv.
1.	UNIQ LASER Search Botox	13.97%	\$3.33	\$0
2.	UNIQ LASER Search Coolsculpting	11.91%	\$1.67	\$76.26
3.	Uniq Laser Watertown	9.71%	\$5.74	\$61.25
4.	Uniq Laser Canton	5.74%	\$3.81	\$24.36
5.	UNIQ LASER Search LHR	3.89%	\$7.13	\$82.02
6.	Uniq Laser Saugus	1.15%	\$2.65	\$27.54

Month-to-Month Comparison



Below are some of the ranking keywords of Cool Sculpting (October 24 – Nov 20, 2023)

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Final URL	Impr.	CTR	Cost	↓ Clicks	Conv. rate	Conversions	Avg. CPC
<input type="checkbox"/>	<input checked="" type="radio"/>	"Non-invasive fat removal"	—	1,276	27.98%	\$463.63	357	2.38%	8.50	\$1.30
<input type="checkbox"/>	<input checked="" type="radio"/>	"laser liposuction"	—	1,628	15.91%	\$356.09	259	2.90%	7.50	\$1.37
<input type="checkbox"/>	<input checked="" type="radio"/>	"weight loss injections in stomach"	—	720	26.25%	\$281.02	189	0.00%	0.00	\$1.49
<input type="checkbox"/>	<input checked="" type="radio"/>	"abdomen liposuction"	—	1,160	15.17%	\$302.97	176	2.27%	4.00	\$1.72
<input type="checkbox"/>	<input checked="" type="radio"/>	botox	—	2,513	6.41%	\$375.71	161	3.73%	6.00	\$2.33





WWW.UNIQLASER.COM

THANK YOU

GROWTH99



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