

COVENANT ADVERTISING

Where Alignment Creates Prosperity



PERFORMANCE CASE STUDY

Med Spa Growth

Client: Allurant Medical | Location: San Diego, CA

In the highly competitive San Diego aesthetic market, Covenant Advertising transformed a low-visibility Google Ads account into a high-performance lead generation engine. By prioritizing lead quality over vanity metrics, we provided the clarity needed to scale operations confidently.

ALLURANT
FACE + BODY + INTIMATE

The Challenge

Before partnering with Covenant, the client struggled with three primary issues:

- **Policy Compliance:** Constant ad disapprovals led to inconsistent traffic and low CTRs.
- **Quality Control:** Low conversion rates and no mechanism to verify the quality of incoming leads.
- **Wasted Budget:** High spend on irrelevant and non-performing search terms.

The Covenant Solution

Our approach moved beyond standard management to true strategic partnership:

Precision Optimization: Aggressively removed irrelevant traffic to focus budget on high-intent searchers.

Technical Mastery: Resolved disapproval issues and crafted higher-performing ad copy to boost CTR.

Lead Verification: Implemented CallRail to track, record, and verify the quality of every phone lead.

Confidence in Scaling: Proved ROI, enabling the client to increase their monthly investment from \$5,000 to over \$8,200.

Key Performance Indicators

Key performance indicators help measure campaign success, track growth over time, and identify opportunities to improve overall results.

5.50%

CLICK-THROUGH RATE

↶ **59% Improvement**

\$86

COST PER LEAD

↷ **53% Reduction**

3.90%

CONVERSION RATE

↶ **56% Increase**

Performance Metric	Before Covenant	With Covenant	Change
Click-Through Rate (CTR)	3.46%	5.50%	59.00%
Cost Per Click (CPC)	\$4.43	\$3.99	-10.00%
Conversion Rate	2.50%	3.90%	56.00%
Cost Per Conversion	\$182.00	\$86.00	-53.00%