

Spend scaled 57%. Cost per lead held flat.

In a competitive Canadian healthcare vertical, additional budget usually raises the cost of each lead. Across two consecutive two-month periods, spend grew 57% and conversions 62.5% while cost per acquisition fell 3.3%.

Conversions	Cost per lead	Conversion rate	Ad spend
128	\$104.33	3.36%	\$13,353
→ 208	→ \$100.90	→ 3.70%	→ \$20,987
+62.5%	-3.3%	+10.1%	+57.2%

The brief

The baseline was already respectable. The difficult step was scaling beyond the most efficient auctions without allowing cost per lead to inflate. That required better call visibility, lead quality and attribution before additional budget.

What the client asked for

- Increase lead volume
- Hold cost per lead while scaling
- Connect phone enquiries and lead quality to media

Where we started

- 128 conversions across Jan-Feb
- \$104.33 cost per acquisition
- 3.36% conversion rate on \$13,353.70 spend



Baseline: Jan-Feb 2024

The account spent \$13,353.70 for 128 conversions at \$104.33 each, with a 3.36% conversion rate. The challenge was not repairing a broken baseline but expanding beyond it.



Microsoft Ads, Jan-Feb 2024. The same baseline shown in conversion-rate and click-through-rate views: \$13,353.70 spend, \$104.33 CPA, 128 conversions, 3.36% conversion rate and 3.84% CTR.

What the baseline tells us

Spend \$13,353.70 two months	Conversions 128 baseline	CPA \$104.33 cost per lead	Conv. rate 3.36% click to lead
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- High-intent phone enquiries were only partially visible to bidding.
- More budget risked entering broader, less efficient auctions.
- The ad platform, call tracking and analytics needed one shared view of lead quality.

What we did

Growth without cost inflation began with measurement. The account had to see which enquiries were worth buying before more money could be allocated.

01

phone visibility

Enhanced call tracking

Phone enquiries were captured as conversions, restoring a major source of high-intent healthcare demand to the optimisation signal.

02

intent refinement

Audience segments refined toward high intent

Targeting moved away from broad reach and toward segments associated with genuine patient enquiries.

03

quality + speed

Lead scoring prioritised follow-up

The strongest enquiries were identified and called back first, improving both what the account learned and what happened after a lead arrived.

04

full-funnel view

Multi-touch attribution connected the stack

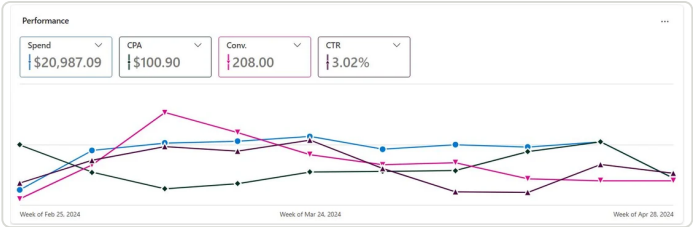
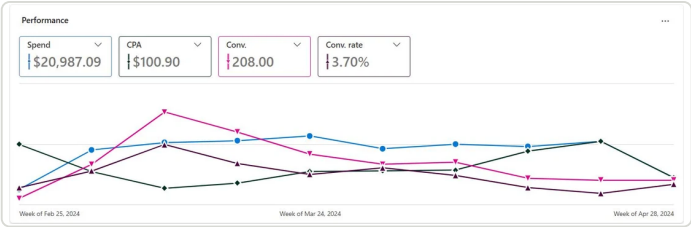
Microsoft Ads, CallTrackingMetrics and GA4 were linked so a lead could be traced across the path rather than credited to one last touch.

From contact to usable signal

Call tracking made phone enquiries visible, lead scoring identified the strongest contacts, and multi-touch attribution connected Microsoft Ads, CallTrackingMetrics and GA4 into a signal the account could use while scaling.

Result: Mar-Apr 2024

Across March and April, the account spent \$20,987.09 and generated 208 conversions at \$100.90 each. Conversion rate rose to 3.70%, while CTR fell to 3.02% as reach widened.



Microsoft Ads, Mar-Apr 2024. The same result shown in conversion-rate and CTR views: \$20,987.09 spend, \$100.90 CPA, 208 conversions, 3.70% conversion rate and 3.02% CTR.

The account after the change

Spend \$20,987.09 +57.2%	Conversions 208 +62.5%	CPA \$100.90 -3.3%	Conv. rate 3.70% +10.1%
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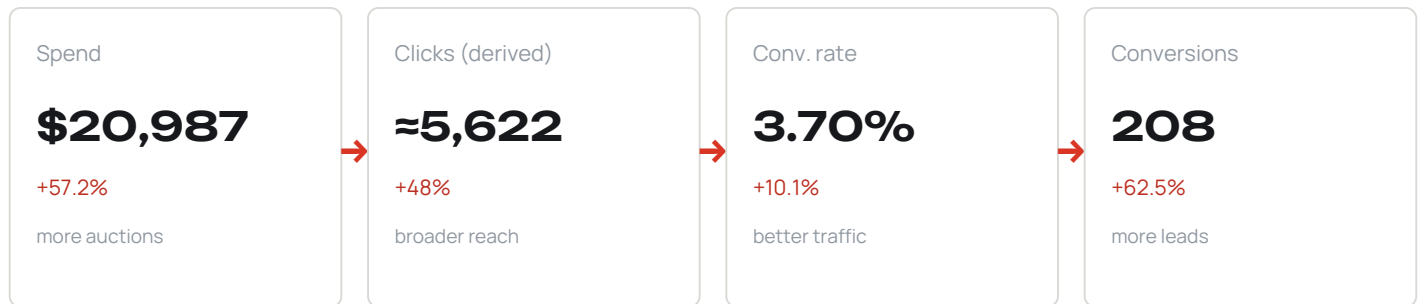
Metric	Jan-Feb 2024	Mar-Apr 2024	Change
Conversions	128.00	208.00	+62.5%
Cost per acquisition	\$104.33	\$100.90	-3.3%
Conversion rate	3.36%	3.70%	+10.1%
Spend	\$13,353.70	\$20,987.09	+57.2%
Click-through rate	3.84%	3.02%	-21.4%
Clicks (derived)	≈3,810	≈5,622	+48%

On the lower click-through rate.

CTR fell from 3.84% to 3.02% as reach widened. The clicks that did arrive converted 10.1% better, so conversion volume outpaced spend and CPA held. Click counts are derived as conversions ÷ conversion rate.

How scale held its efficiency

The account bought substantially more traffic and converted it slightly better, so lead growth kept pace with the larger budget.



The top of funnel diluted

CTR fell as impressions expanded into broader inventory. That is expected when a previously saturated efficient pool is widened.

The bottom of funnel compensated

Conversion rate improved, and stronger call visibility plus lead scoring helped the account learn from the enquiries worth pursuing.

What the result does not prove

It does not prove that every conversion became a patient or disclose patient-level data. The evidence is aggregated advertising performance and contains no medical records.

Being honest about the outcome

The case includes the metric that moved the wrong way because scaling is best judged on the full path, not a selected dashboard tile.

What the evidence supports

- Spend increased 57.2%
- Conversions increased 62.5%
- Cost per acquisition fell 3.3%
- Conversion rate improved 10.1%

What also matters

- CTR fell 21.4%
- Click counts are derived
- Platform conversions are leads, not confirmed patients

57% more spend produced 62.5% more conversions.

The cost per lead did not rise because the account gained a better view of calls, lead quality and the path across Microsoft Ads, CTM and GA4.

\$100.90

cost per acquisition after scaling

+10.1%

conversion-rate improvement

-21.4%

CTR - disclosed, not hidden

Case study compiled from Microsoft Ads screenshots published by ConvertLab360. Comparison periods: Jan-Feb 2024 and Mar-Apr 2024. Click counts are derived from conversions + conversion rate. Source page: convertlab360.com/case-studies/microsoft-ads-healthcare-lead-gen



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