

The background of the slide is a photograph of the Empire State Building in New York City, viewed from a low angle looking up. The building is the central focus, with other skyscrapers visible in the lower corners. The sky is blue with scattered white clouds. On the far left edge, there is a vertical decorative bar with green, blue, and yellow segments.

# **The Ultimate 2025 Dental Ads Performance Report**

# Overview

## **Real Data. Real Benchmarks. Smarter Dental Marketing.**


This report reveals how dental clinics across various markets performed on Google Ads in 2025 — helping you compare, improve, and scale your own campaigns with confidence.



## What's Inside the Report

## Cost-Per-Click (CPC) Benchmarks

Service Type	Avg. CPC (INR)
General Dentistry	₹18 – ₹35
Cosmetic Dentistry	₹30 – ₹60
Dental Implants	₹80 – ₹150
Invisalign/Braces	₹70 – ₹120
Emergency Dentistry	₹40 – ₹75
Pediatric Dentistry	₹25 – ₹50

 **Insight:** High-ticket services like implants & ortho have higher CPC but also greater ROI.



## Click-Through Rate (CTR) Benchmarks

- ☐ Average CTR is above **5%**
- ☐ Emergency dental ads CTR above **7%**
- ☐ Location-based ads CTR above **6%**
- ☐ Offer-based ads CTR above **6.5%**

## **Conversion Rate Benchmarks**

- ☐ Search Ads convert at **10–15%**
- ☐ Call-Only Ads convert at **15–18%**
- ☐ Performance Max campaigns convert at **8–10%**
- ☐ Display Remarketing converts at **5–7%**

## Keyword Strategy Audit

- ☐ Campaign includes high-intent local keywords (**e.g., “dentist near me”**)
- ☐ Keywords are grouped by service (**implants, Invisalign, etc.**)
- ☐ Negative keywords added to block irrelevant clicks (**jobs, courses, etc.**)

## Ad Copy & Extensions

- ☐ Ads include **city/service** in headline
- ☐ **Clear CTA** (e.g., Call Now, Book Today)
- ☐ **Sitelinks, callouts, and structured snippets** are active
- ☐ **Call extension and location extension** enabled

## **Landing Page Optimization**

- ☐ Mobile-responsive and fast loading
- ☐ Visible click-to-call button
- ☐ Google reviews/testimonials present
- ☐ Service benefits and pricing shown clearly
- ☐ Unique landing page per campaign/service (if possible)



## **Budget & ROAS**

- ☐ CPL (Cost Per Lead) is between ₹280 – ₹750
- ☐ Campaign achieves at least 3.5x – 6x ROAS
- ☐ Budget is aligned with local competition and service demand



## Performance Monitoring

- ☐ Conversion tracking is set up correctly
- ☐ GA4 or Looker Studio dashboard used for reporting
- ☐ Weekly/monthly optimization based on search terms & CTR
- ☐ Ads paused or adjusted if underperforming after 7–10 days

## **Trend Adoption (2025 Essentials)**

- ☐ Mobile-first creatives prioritized
- ☐ Smart Bidding strategies used (Maximize Conversions / Target CPA)
- ☐ AI tools used for ad copy testing
- ☐ Retargeting or PMax campaigns included in the funnel

## **How Did You Score?**

- ✓ 20+ boxes checked: You're outperforming the market
- ✓ 15–19: Solid results, room for growth
- ✓ <15: Time to audit and optimize your campaigns