

# Increased Google Ads Profit Over 300%



Darby Dental Supply is one of the nation’s largest providers of dental supplies and solutions, offering more than 50,000 products and an extensive range of capital equipment, software, technology, and repair services.

## The Challenge

Darby wanted to use Google Ads to acquire new customers and drive traffic to higher-margin SKUs in their product line. They also wanted to generate leads for their new dental practice management solutions, a focus area for company growth. And they wanted to achieve all this in a highly-competitive nationwide market.

## Our Approach

With limited inventory qualifying for Shopping ads, we built an account portfolio focusing on Search campaigns along with Remarketing and, later, Performance Max. The Search campaigns reach dental offices seeking products and services while also protecting Darby’s brand and going head-to-head with competitors.

## Business Results

- Grew multi million-dollar PPC profit by >300% from 1<sup>st</sup> year to 4<sup>th</sup> year
- Reached consistent quarterly ROAS of 8x to 16x for non-brand search queries and 120x to 200x for brand queries
- Sustained maximum ad coverage with careful maintenance of ad compliance for medical advertising



“Andrew and the team at Prometheus have truly acted as an extension of our team, piloting our PPC strategy with a deep understanding of the complexities of our industry. These efforts have helped solidify our place in the market as one of the nation’s leading distributors of dental supplies and innovative practice management solutions.”

- Peter Cerone, AVP Marketing, Darby Dental Supply LLC, [www.darbydental.com](http://www.darbydental.com)

