



Smile.up grows their qualified leads by 23% while ensuring a lower CPL with Performance Max



Smile.up is the largest network of dental clinics in Portugal with more than 70 clinics in the country • smileup.pt/



The challenge

Smile.up has built robust Search campaigns and the brand was looking for a way to drive incremental and cost-efficient qualified leads for their dental clinics while improve their media mix strategy, leveraging innovation and automation.

The approach

Smile.up and their agency, Adclick, started early testing the new Performance Max campaigns to drive new leads for their dental clinics. Their goal was to use a fully automated solution to scale their channel coverage and help them reach new and existing customers across Google's properties.

To maximize the opportunity, the best practices were ensured from day 1, such as (1) leveraging high converting creative assets (text, images, video) from other campaigns, (2) use Custom Intent audiences and 1st Party data for signals, and (3) a competitive Smart Bidding strategy.

The results

Performance Max became Smile.up's highest-performing campaigns over a period of 6 months, with an increase of 23% in qualified leads compared with Search, while lowering the CPL by 29%.

The team is now expanding their initial budgets and increasing the investment to cover more treatments and regions in Portugal, turning Performance Max into a always-on channel.

Product features

- › Performance Max
- › Custom Intent Audiences
- › Smart Bidding
- › Customer Match

“This year we wanted to embrace new formats to improve digital results. Performance Max campaigns were a successful case as they have been significantly increasing the quality of our leads with a better budget efficiency.”

— Abel Silva, Director of Marketing at Smile.up

+23%

Qualified leads

-29%

CPL compared to Search

-54%

CPC compared to Search

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