



## Case Study: Revive Physical Therapy & Pilates

### Client Background

**Client:** Dawn Andalon – Revive PT & Pilates (formerly Level 4 PT & Pilates)

**Location:** Encinitas, California

**Specialty:** Women’s Health PT & Pilates, with a focus on pelvic floor rehabilitation, incontinence, prolapse, and postnatal care.

**Model:** Cash-based clinic, offering both in-person care and online programs/courses.

Dawn runs an established women’s health practice and Pilates studio. She also actively builds her YouTube channel and online course offerings, creating both in-person and digital pathways for women seeking pelvic health support.

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### The Challenge

When Dawn came to me, she had just finished working with another ad agency that promised results but failed to deliver. The campaigns had been set up using a cookie-cutter template that did not reflect her unique niche, voice, or goals.

- **Generic setup:** The agency used the same ad structure for all PT clinics they worked with, including copy with UK spellings like “programme,” which clashed with Dawn’s branding.
- **Poor targeting:** Campaigns were stuffed with too many ad groups covering different issues, making them watered down and ineffective.
- **Wasted budget:** They relied heavily on broad match keywords, which meant Dawn was paying for irrelevant clicks that never converted.
- **Minimal optimization:** Once launched, the campaigns were left to run with little to no ongoing strategy or refinement.

The result? High ad spend, low return, and a lot of frustration. Dawn felt taken advantage of—she trusted the agency but wasn’t getting clarity or results.

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## The Strategy

I rebuilt Dawn's advertising from the ground up with a strategy tailored specifically to her business model and audience.

- **New campaign structure:** Instead of overstuffed campaigns, we launched multiple targeted campaigns around highly specific niches: incontinence, prolapse, pelvic floor PT, diastasis recti, and Pilates.
  - **Tailored ad copy:** I rewrote all ad copy to align with Dawn's voice and brand. This made her messaging clear, relevant, and trustworthy to women seeking specialized care.
  - **Search + Performance Max:** We started with Search campaigns for precision, then layered in Performance Max campaigns to expand reach and test different placements.
  - **Conversion tracking & landing pages:** I streamlined her landing pages, reduced CTAs from three to one clear action, and set up proper conversion tracking. Every step of the patient journey—from ad click to booking—was reviewed and optimized.
  - **Ongoing refinement:** We continually tracked CTR, CPC, and cost per conversion, adjusting campaigns based on real performance data.
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## The Results

The campaigns began producing consistent, high-quality leads across both Pilates and women's health services. While cost per lead naturally varies depending on competition and service type, the numbers we achieved were healthy and competitive within the PT industry.

- **Higher quality leads:** Campaigns began attracting women specifically searching for pelvic health and Pilates solutions.
- **Improved efficiency:** Cost per conversion dropped significantly compared to her previous agency's setup.
- **Steady patient pipeline:** The clinic saw a consistent stream of new patients each month, alongside increased sign-ups for Pilates tasters and courses.
- **Business growth:** With a stronger ad funnel in place, Dawn has been able to balance her in-person clinic growth while building passive income through her YouTube channel and online courses.

For example, in recent months:

- **Women's Health Campaigns (Incontinence, Prolapse, Pelvic Floor PT):** Averaged **\$40-\$100 per lead**. This is considered excellent for cash-based PT, where a single patient often invests \$600-\$1,000+ over a plan of care.
- **Pilates Campaigns:** Averaged **\$70-\$100 per lead**, consistently filling tasters sessions and converting new patients. These also serve as a lower-barrier entry point that feeds the PT side.
- **Back Pain & Sciatica Campaigns:** These are among the most competitive keywords nationwide, as chiropractors, orthopedic groups, and large clinics all bid on them. Even so, Dawn's campaigns delivered patients within the **\$120-\$200 CPL** range — which is a healthy number for this segment, right in line with U.S. averages.

Overall, Dawn now has:

- A steady pipeline of **new pelvic health patients every month**
- Additional a steady flow of Pilates taster sessions being booked directly from ads.
- Multiple entry points for patients, which means she's no longer dependent on one offer or one type of lead

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## Client Feedback

While Dawn's existing testimonial highlights my work on her YouTube growth, she has expressed how relieved she feels knowing her ad spend is finally being put to good use—and that she now has a clear, strategic partner guiding her marketing instead of an agency running "templates."

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## Key Takeaway

By moving away from generic, one-size-fits-all ads and building a strategy around her unique voice and niche, Dawn turned her ads into a reliable growth engine. Instead of wasted ad spend, she now has a system that brings steady new patients, supports her Pilates programs, and frees her to focus on expanding her practice and passive income streams.