



Case Study: Prehab New York & San Diego

Client Background

Client: Prehab NY & Prehab SD

Locations: New York, NY & San Diego, CA

Specialty: Performance physical therapy for runners — gait analysis, injury recovery, and running optimization.

Model: Cash-based clinics.

Unlike traditional PT clinics, Prehab's focus is narrow and specialized: helping athletes and runners prevent injury, recover faster, and improve performance.

The Challenge

Prehab New York

When Alex came back to me for the New York location, their ads had been **offline for nearly six months** due to website problems and rejected campaigns.

- Ads had been declined across the account, leaving them without new patient flow.
- A previous provider had made changes that broke the account setup.
- With no active ads, the clinic had **lost momentum** and wasn't consistently bringing in athletes or runners.

Prehab San Diego

The San Diego clinic faced a different challenge. They were newer to paid ads and simply wanted to **grow their clinic and bring in more athletes**.

- Until I stepped in, the **office manager was running ads** without the experience or knowledge to optimize them.
 - Campaigns were basically "trial and error" — spending money without clear structure or results.
 - They needed a **professional setup** and a proven strategy to generate leads reliably.
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The Strategy

For both locations, I created customized ad strategies designed to attract runners and athletes:

- **New Campaign Setup:** I built campaigns around high-intent niches like *Running Analysis* and *Knee Pain Recovery*.
 - **Performance Max Campaigns:** Transitioned into PMax campaigns for broader reach, more automation, and stronger conversion results.
 - **Separate Tracking:** Ensured both NY and SD accounts had independent conversion tracking and tailored landing page recommendations.
 - **Continuous Optimization:** Regularly refined targeting, ad copy, and budget allocation to maximize results unique to each location.
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The Results

Prehab New York

- Averaged **\$40–\$125 per lead**, depending on the campaign.
- Though NY’s market was less fitness-driven than San Diego, the clinic still built a **reliable pipeline of consults, phone calls, and new patients** each month.
- Campaigns created stability and consistent lead flow after months of inactivity.

Prehab San Diego

- Achieved much stronger conversion efficiency with **\$29–\$80 per lead**, depending on campaign type.
- Campaigns produced **10–20+ leads per month**, making San Diego one of my strongest-performing accounts.
- The sporty, active San Diego market amplified results and created rapid growth momentum.

Overall Impact

- Both locations now generate **consistent weekly leads** for new runners and athletes.
 - With structured campaigns and PMax optimization, ads no longer “play around” — they deliver real patient flow.
 - Prehab as a whole has been able to grow significantly, balancing results across two very different markets.
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Client Feedback

Alex Gometz, Founder – CMofNY & Prehab NY:

“I have been working with Kay for a few years and she is excellent. She is experienced and really understands the physical therapy industry and has achieved great results for us. She leads with integrity and innovative solutions. Highly recommend any physical therapy clinic to work with her for all website and marketing needs.”

Marielle L’Heureux, Clinic Director – Prehab San Diego:

“Kay has been tremendously helpful in growing our business and increasing our number of leads! I took over as Clinic Director back in March and had zero experience with Google Ads. Kay was easily able to take over the account, optimize our ads, and update us to a Performance Max campaign so now we get a great number of leads every week! She has been a great stress reliever for me and I have greatly appreciated working with her. She is very responsive and quick too!”

Key Takeaway

By customizing strategies for two very different markets, I helped both Prehab locations move from ineffective or broken campaigns to **thriving, consistent lead generation systems**. In New York, the focus was on restoring stability and building reliable patient flow. In San Diego, the focus was on scaling quickly and efficiently — and the results have been outstanding in both locations.
