

Category:

PPC Management



**Established In:** 2011

**Background:** Clear Comfort Night Guards is a dental lab specializing in creating custom dental prosthetics and appliances.

**Pain Point:** Previous PPC agency failed to produce positive results

**The CDP Strategy:** High purchase intent product promotion through Google Ads via a performance max campaign.

# RESULTS

**95.35%**

Increase in  
Purchases

**46.52%**

Increase in  
Conversion Rate

YEAR	PURCHASES	COST/CONVERSION
2022	42	144
2023	82	114

