# How Dr du Plessis Got More Scheduled Appointments at Affordable Rates & Increased Revenue

## Google Ads Results

**1250%**
**Return** on Ad Spend

**190%**
**Increase** in Clicks

**57%**
**Decrease** in Cost Per Lead

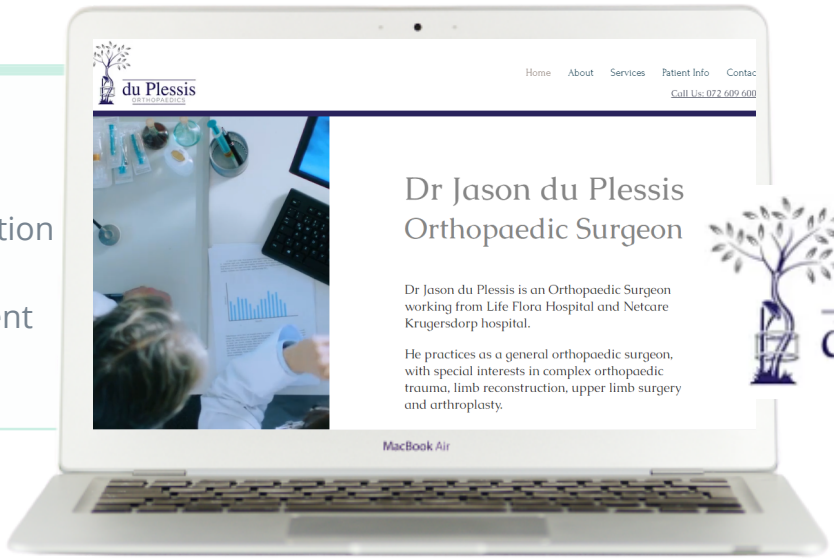
**720%**
**Increase** in Leads

### Who They Are:

Dr Jason du Plessis is an Orthopaedic Surgeon working from Life Flora Hospital and Netcare Krugersdorp hospital. He practices as a general orthopaedic surgeon, with special interests in complex orthopaedic trauma, limb reconstruction, upper limb surgery, and arthroplasty.

### How We Helped:

- Google Ads Marketing
- Business Location Optimisation
- Location Targeting
- Effective Budget Management




du Plessis ORTHOPAEDICS

"The team at Ad Ignite are FANTASTIC! Dylan helped us with setting up our account, managing our Google Ads and optimising our spend. They are very hands on and went over and above to give us good advice and tips on our website that helped with lead generation."

**Dr Jason du Plessis** - Orthopeadic Surgeon