

CASE STUDIES AND RESULTS

Introduction

At North Digital, our mission is simple: to generate a steady flow of qualified leads for businesses while minimizing wasted marketing dollars. Since 2018, we have managed more than \$3.2 million in ad spend between Google, Facebook, and Instagram.

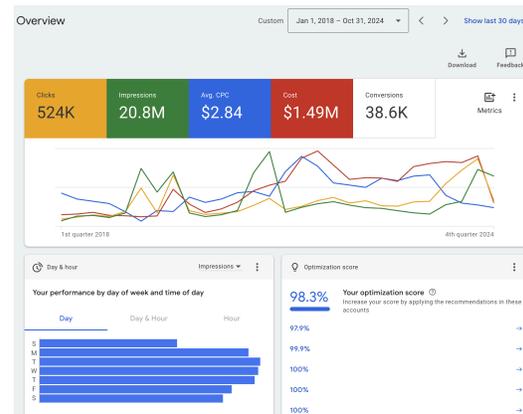
Founded in 2016, North Digital has become a trusted name in digital marketing, combining innovative strategies with data-driven insights. Over almost a decade, our system—built on digital ads, custom landing pages, and precise lead tracking—has delivered measurable growth for businesses across multiple industries.

This document showcases the proven results we've achieved for our clients, demonstrating our expertise, and the transformative impact of our tailored marketing approach.

Aggregate Google Ads Results (All Clients)

Successfully Managed \$1.5M in Google Ad Spend, since 2018, with a 98% Optimization Score, generating 38,600+ inbound leads for our clients.

- **Total Ad Spend:** \$1.49 Million
- **Impressions:** 20.8 Million
- **Clicks:** 524,000
- **Average CPC:** \$2.84
- **Conversions (Leads Generated):** 38,600
- **Cost Per Conversion:** \$38.50
- **Optimization Score:** 98.3%



Google Partner Status:

The screenshot shows the Google Partner status page. At the top, it states: "As a part of the Google Partners program, your company has access to a wide range of benefits, including the ability to be externally recognized as a Partner or Premier Partner. [Learn more](#)". Below this, there are three sections, each with a green checkmark indicating an achievement:

- Performance:** "Recommendations help you identify new opportunities to improve your clients' campaign performance. You're in control: visit the Recommendations page to apply recommendations that support your clients' business goals and dismiss those that don't. [Learn more](#)". **Achieved!** "You've met the 70% optimization score threshold. Your optimization score is currently 97.3%." [View recommendations](#)
- Spend:** "The last 90 calendar-day Google Ads manager account spend is evaluated to determine whether your company meets the spend requirement." **Achieved!** "You've met the spend requirement of at least \$10,000.00. Your current spend is \$88,430.78." [View campaigns](#)
- Certifications:** "A certification is a professional accreditation that Google offers to individuals who demonstrate proficiency in ads on Google. [Learn more](#)". **Achieved!** "You've met the certification requirement. Your company has 1 user certified in Search."

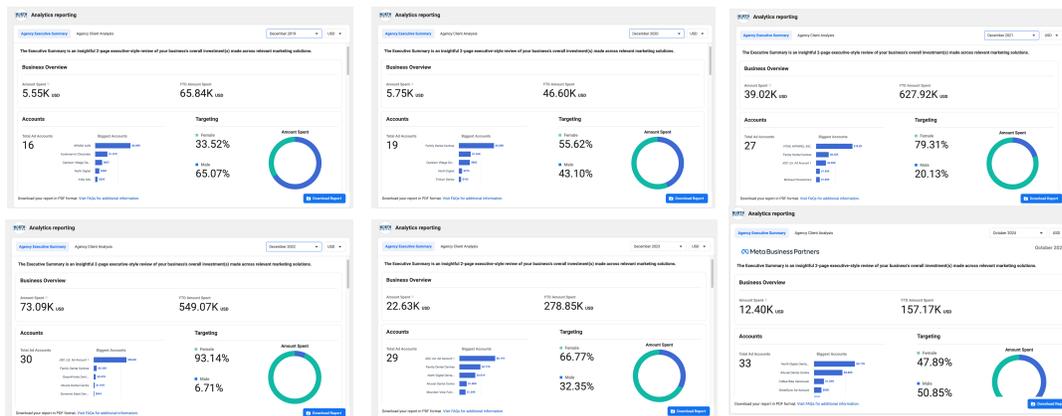
- As a proud member of the **Google Partners Program**, we leverage exclusive benefits to enhance campaign performance.
- These benefits include access to advanced tools, resources, and the distinction of being recognized as a **Partner**, ensuring our clients receive the highest standard of service and results.

Aggregate Meta Ads Results (All Clients)

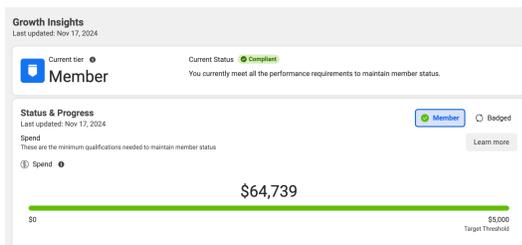
Meta is the company that owns **Facebook** and **Instagram**. Meta ads are delivered across both platforms.

Successfully Managed \$1.7M in Meta Ad Spend, since 2019

Screenshots of annual data from the Meta Partner Dashboard



Meta Partner Status:

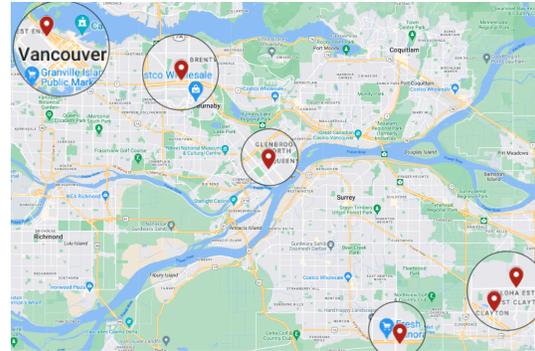


- **Current Tier:** Member
- **Compliance Status:** Compliant
- As a compliant **Meta Member**, we consistently exceed performance thresholds to deliver impactful results for our clients.
- With a strong track record, we maintain our status by meeting and surpassing the necessary criteria.

A Chain of Six Dental Offices in Vancouver: 2019 – Present

Industry: Healthcare | Dental Services

This dental practice partnered with us to amplify their online presence and drive consistent growth across their six locations. Through our tailored strategies, they achieved record-breaking lead generation, improved appointment booking rates, and enhanced visibility in a competitive market.



We developed several high-performing landing pages, driving exceptional results. Here is an example to showcase our work.

Accepting New Patients! Call Now:

REQUEST APPOINTMENT

Dentist in Vancouver

We Now Accept the Canadian Dental Care Plan (CDCP)!

We are thrilled to announce that our office now accepts the CDCP. To learn more about the plan and eligibility, visit [CDCP Official Website](#). If you qualify, you can start the application process online.

Platinum 2024 Invisalign Provider

GET IN TOUCH

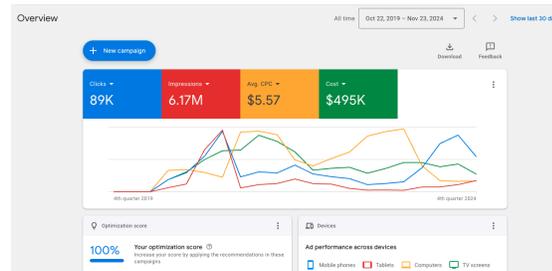
Name

How can we help you with your dental needs?

Google Ads Performance

We have managed **\$495,000 of ad spend** on Google Ads, generating more than **7,000 inbound dental patient leads**.

- **Total Ad Spend:** \$495K
- **Impressions:** 6.17 Million
- **Clicks:** 89,000
- **Average CPC:** \$5.57
- **Conversions (Leads Generated):** 7,057
- **Cost Per Conversion:** \$70.09
- **Optimization Score:** 100%



These results reflect our commitment to leveraging every dollar spent to maximize patient engagement and drive high-quality leads to all six locations. The practice achieved a perfect 100% optimization score through our data-driven approach and consistent implementation of Google's recommendations.

Meta Ads Performance

The Meta advertising campaign achieved impressive results, with a significant increase in lead generation at a reasonable cost. Over the course of the campaign, the following results were realized:

Campaign	Amount spent	Impressions	Clicks (all)	Results
ND - Vancouver (Alberni) - On-Facebook Le...	\$22,483.14	630,991	12,092	275 On Facebook Leads
ND - New West (Royal City) - On Facebook L...	\$20,035.14	669,464	12,866	252 On Facebook Leads
ND - Madison (Burnaby - Madison) - On-F...	\$19,984.35	480,562	9,037	232 On Facebook Leads
ND - Surrey (Clayton Heights) - On Faceboo...	\$19,818.34	743,004	11,956	284 On Facebook Leads
ND - Surrey (Panorama) - On Facebook Lead...	\$16,205.03	594,988	12,477	215 On Facebook Leads
ND - Surrey (Ambros) - On-Facebook Lead A...	\$9,854.13	517,358	20,698	—
Results from 92 campaigns	\$142,408.91	5,278,928	104,491	—
Excludes deleted items	Total spent	Total	Total	Multiple conversions

- **Total Ad Spend:** \$142,408.91
- **Impressions:** 5.2 Million
- **Link Clicks:** 104,491
- **Cost Per Click (CPC):** \$1.36
- **Conversions (Leads Generated):** 3,262
- **Cost Per Lead (CPL):** \$43.66

These results show the effectiveness of a well-executed Meta ad campaign, not only in reaching a broad audience but also in driving tangible business outcomes. With a low CPC and a solid lead generation rate, the practice achieved a remarkable return on their advertising spend.

Leading Steel Distributor in Canada: 2017 – Present

Industry: Steel Distributor

A leading steel distributor in Canada, specializes in providing innovative metals solutions tailored to Canada's diverse industries, including Aerospace, Agriculture, Automotive, Energy, and more. With strategic locations in **Edmonton**, **Montreal**, and **Toronto**, this distributor is recognized as the supplier of choice for metals, delivering service anytime, anywhere.

Since the second quarter of 2017, its Google Ads campaign has consistently driven impressive results:



Google Ads Performance

Our strategic collaboration has amplified this steel distributor's visibility, connected them to their target audience, and delivered measurable results, solidifying their presence as an industry leader.



- **Total Ad Spend: \$112K**
- **Impressions: 2.8 Million**
- **Clicks: 99,000**
- **Average CPC: \$1.14**
- **Conversions (Leads Generated): 4,628**
- **Cost Per Conversion: \$24.30**
- **Optimization Score: 46.6%**

These results demonstrate the campaign's ability to effectively capture the attention of the target audience and convert interest into actionable leads. By reaching new audiences and generating a steady stream of inquiries, this steel distributor continues to thrive as a leader in metals solutions for Canada's unique industries.

Trusted Steel Distributor in North America: 2023 – Present

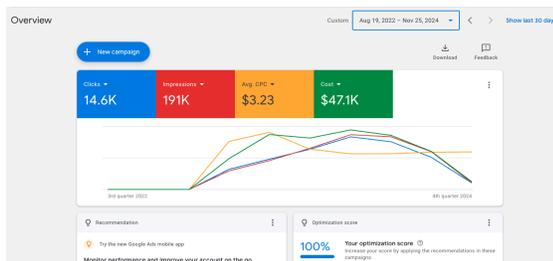
Industry: Steel Distributor

Supplying high-grade specialty steels since 1892 across Western Canada and the U.S. It offers products like carbon and alloy steels, stainless steels, nickel alloys, aluminum, and bronze, serving key industries. With operations in **Calgary**, **Edmonton**, **Vancouver**, **Prince George**, and **Manitoba**, delivering quality and innovation to meet market needs.



Google Ads Performance

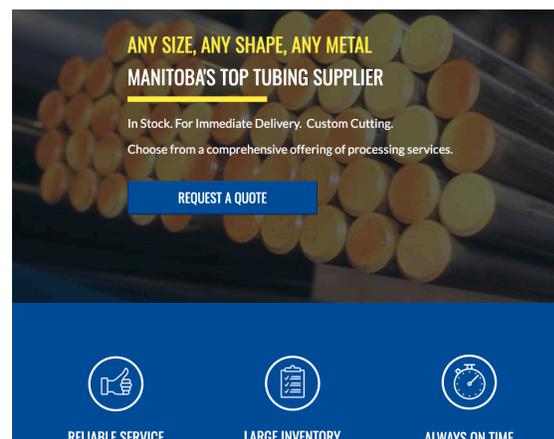
Since the first quarter of 2023, we have worked closely with a steel distributor to execute a results-oriented Google Ads campaign designed to boost brand awareness and drive leads.



- **Total Ad Spend:** \$47.1K
- **Impressions:** 191K
- **Clicks:** 14,600
- **Average CPC:** \$3.23
- **Conversions (Leads Generated):** 1,864
- **Cost Per Conversion:** \$25.25
- **Optimization Score:** 100%

With \$47,100 in ad spend, a steel distributor generated steady leads and is expected to drive over \$500,000 in business value, showcasing strong ROI.

As part of the campaign, we developed several high-performing landing pages that drove exceptional results. Here's an example of our work.



Steel Distributor in Canada: 2023 – Present

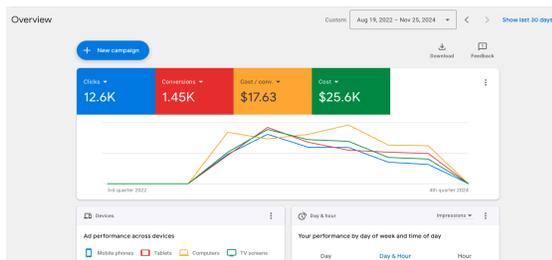
Industry: Steel Distributor

Since 1977, this company has supplied mechanical steel tubing across Canada, including alloy, D.O.M., hydraulic, and heavy-wall types, with custom services like honing and just-in-time delivery. Serving machine shops, hydraulic centers, and O.E.M. sectors in **BC, Quebec, and Ontario**.



Google Ads Performance

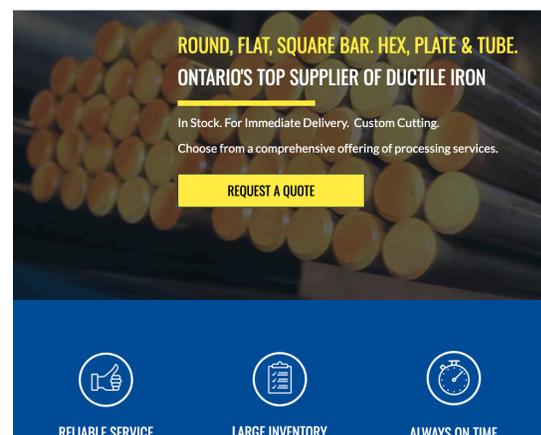
In the first quarter of 2023, we launched a Google Ads campaign aimed at driving lead generation and increasing brand visibility. Our tailored strategy delivered exceptional results:



- **Total Ad Spend:** \$26.5K
- **Impressions:** 1.0 Million
- **Clicks:** 12,600
- **Average CPC:** \$1.23
- **Conversions (Leads Generated):** 1,452
- **Cost Per Conversion:** \$17.63

The campaign’s 1,450 leads are projected to generate over \$348,000, delivering strong ROI and strengthening the client’s reputation as a trusted partner.

We also created high-performing landing pages that drove outstanding results. Here’s an example of our work.



Commercial Airport on Vancouver Island: 2023 – Present

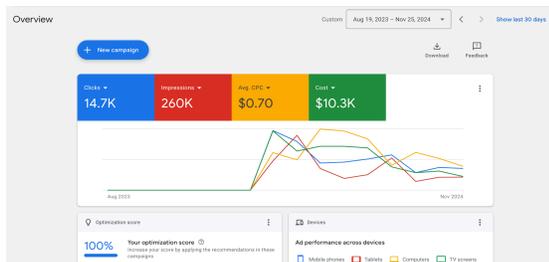
Industry: Commercial Airport

This airport combines world-class service with local charm, offering passengers a friendly, efficient, and welcoming travel experience. As Vancouver Island's preferred gateway, it connects the region to desirable destinations with convenience and affordability. With stunning views, an immaculately clean terminal, and thoughtful amenities, it is the perfect starting point for business, leisure, and family travel.

In partnership with our team, the airport launched a Google Ads campaign in the fourth quarter of 2023, with a dual focus on increasing brand visibility and generating valuable leads for bookings.

Google Ads Performance

With a budget-conscious spend of **\$10,300**, the campaign has successfully driven engagement and meaningful connections with potential travelers. In a short span of time, our tailored strategy has yielded impressive results:



- **Total Ad Spend:** \$10.3K
- **Impressions:** 260K
- **Clicks:** 14,600
- **Average CPC:** \$0.70
- **Conversion events:** 250
- **Cost Per Conversion:** \$41.36
- **Optimization Score:** 100%

Trusted Calgary-based Construction Contractor: 2023 – Present

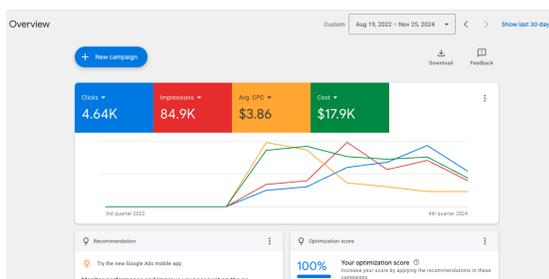
Industry: Construction Contractor

This company is a trusted Calgary-based provider of high-quality gutter, eavestrough, soffit, fascia, and siding installation and repair services. Since 2011, they've built a reputation for excellent craftsmanship, offering a wide variety of products that blend functionality and aesthetics. From custom color matching to a 5-year installation warranty and 24-hour emergency support, they ensure every project enhances the protection, air circulation, and value of its clients' properties.

Since the second quarter of 2023, we've worked closely with the company to execute a high-impact Google Ads campaign with a focus on lead generation and brand awareness. The primary goal was to generate quality leads for their exterior system services while also increasing visibility in a competitive local market.

Google Ads Performance

With a total ad spend of **\$17,900**, the company has received substantial exposure and quality leads at a favorable cost per conversion, resulting in significant opportunities for the business. Our strategies have driven impressive results:



- **Total Ad Spend:** \$17.9K
- **Impressions:** 84.9K
- **Clicks:** 4,638
- **Average CPC:** \$3.86
- **Conversions (Leads Generated):** 384
- **Cost Per Conversion:** \$46.59
- **Optimization Score:** 100%

The estimated **\$115,200 in lead value** generated from the campaign represents a strong return on investment. By targeting the right audience, highlighting their trusted service offerings, and optimizing ad performance, the campaign has successfully enhanced both brand visibility and lead volume.

Premier Real Estate Development in East Vancouver: 2024 – Present

Industry: Multifamily Real Estate Development

This development offers an exceptional opportunity to own a Passive House-standard townhome in one of Vancouver’s most vibrant neighborhoods - Cedar Cottage. Located between the eclectic Commercial Drive and trendy Mount Pleasant, this collection of 16 sustainable row townhomes is designed for modern family living with bold, functional spaces that reflect the authentic, sustainable future of East Vancouver.

In 2024, we partnered with the development to launch a **Meta Ads campaign** aimed at generating leads and increasing brand awareness for this exciting real estate development. The campaign was designed to highlight the property’s unique appeal – eco-conscious design, family-friendly functionality, and its desirable location near key Vancouver hotspots.

Meta Ads Performance

With an investment of **\$2,137.51** the campaign successfully generated over **61** high-quality leads, positioning the development for continued success in Vancouver’s competitive real estate market.

Campaign	Amount spent	Impressions	Link clicks	CPC (cost per link click)	Results	Cost per result
- Lead Gen	\$2,137.51	57,966	683	\$3.13	61 Facebook lead	\$35.04 Per On-Face

- **Total Ad Spend:** \$2,137.51
- **Impressions:** 57,966
- **Clicks:** 683
- **Average CPC:** \$3.13
- **Conversions (Leads Generated):** 61
- **Cost Per Conversion:** \$35.04

Our partnership reflects the value of combining strategic digital marketing with a compelling real estate offering. Through targeted Meta Ads campaigns, we’ve helped elevate this development as the premier sustainable development in Cedar Cottage, ensuring long-term success and community impact.

Trusted Dental Clinic in Mississauga 2021 – 2023

Industry: Healthcare | Dental Services

This trusted dental practice in Mississauga is led by a compassionate team dedicated to providing comprehensive dental care for patients of all ages. With services ranging from routine dental exams and cleanings to advanced cosmetic dentistry and one-visit crowns, the clinic focuses on delivering exceptional care in a comfortable, anxiety-free environment.

From 2021 to 2023, we partnered with this dental practice to run a **Meta Ads campaign** aimed at generating leads and increasing engagement. Our goal was to drive awareness of their patient-centered dental services and convert potential patients into loyal clients, emphasizing their warm, caring approach and comprehensive offerings.

Meta Ads Performance

The campaign achieved a remarkable cost per conversion, generating **1,418 high-quality leads** with a modest investment of just **\$6,080.54**. The success of our strategies allowed the dental clinic to expand their patient base significantly while strengthening their brand as Mississauga’s trusted dental clinic.

Campaign	Amount spent	Impressions	Link clicks	CPC (cost per link click)	Results
CTV News Video	\$5,580.55	330,053	2,286	\$2.44	531 ^{1d}
al View charts ^{1d} Edit Duplicate ^{1d} ...					Messaging conver...
New Dentist FB post - engagement	\$100.00	7,516	36	\$2.78	242
					Post engagements
New Dentist Post - messages	\$250.00	6,124	70	\$3.57	33 ^{1d}
					Messaging conver...
New Dentist IG post - engagement	\$149.99	5,879	—	—	652
					Post engagements
Traffic Cold Traffic Summer Whitening Pro...	\$0.00	—	—	—	—
					Link Click
Results from 21 campaigns ^{1d}	\$6,080.54 Total spent	349,572 Total	2,392 Total	\$2.54 Per Action	—

- **Total Ad Spend: \$6,080.54**
- **Impressions: 350K**
- **Clicks: 2,392**
- **Average CPC: \$2.54**
- **Conversions (Leads Generated): 1,418**
- **Cost Per Conversion: \$4.30**

Our collaboration highlights the power of effective digital advertising in driving growth for local businesses. By combining tailored messaging, strategic audience targeting, and efficient budget allocation, we’ve positioned this dental practice for continued success in their community.

Trusted Dental Practice in Fresno California: 2017 – Present

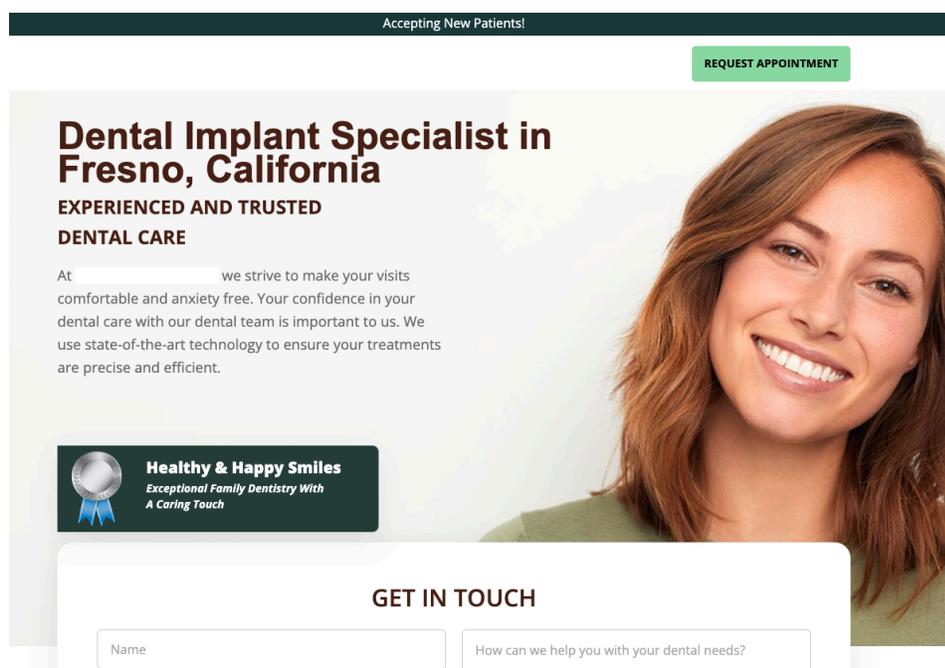
Industry: Healthcare | Dental Services

This trusted dental practice has proudly served Fresno, CA, and surrounding areas for over 20 years, offering a comprehensive range of dental services, from general to cosmetic and restorative dentistry. Known for its honest, comfortable, and affordable care, it has become a trusted name for patients of all ages.

Since 2017, we've partnered with this dental practice to manage highly successful campaigns on both **Google Ads** and **Meta Ads**, focusing on lead generation and brand awareness. By leveraging our strategic expertise, the campaigns have significantly expanded the center's reach and driven exceptional growth in patient acquisition.

Our collaboration demonstrates how effective digital marketing strategies can drive exceptional results. With data-driven targeting, creative ad design, and constant optimization, we've delivered unparalleled value, ensuring sustained growth for this dental practice for years to come.

We created high-performing landing pages that delivered outstanding results. Here's one of our best examples.

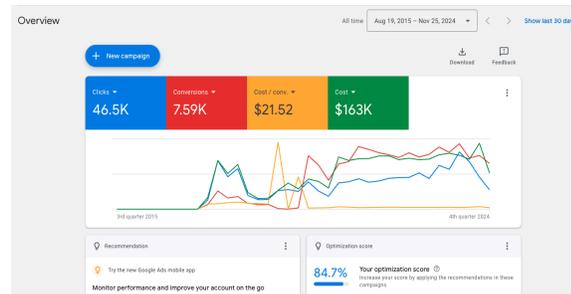


The screenshot shows a landing page for a dental practice. At the top, a dark green banner contains the text "Accepting New Patients!". Below this, a green button labeled "REQUEST APPOINTMENT" is visible. The main content area features a large, smiling woman's face on the right. On the left, the text reads: "Dental Implant Specialist in Fresno, California", "EXPERIENCED AND TRUSTED DENTAL CARE", and a paragraph: "At [redacted] we strive to make your visits comfortable and anxiety free. Your confidence in your dental care with our dental team is important to us. We use state-of-the-art technology to ensure your treatments are precise and efficient." Below this text is a dark green badge with a ribbon icon and the text: "Healthy & Happy Smiles", "Exceptional Family Dentistry With A Caring Touch". At the bottom, a white box titled "GET IN TOUCH" contains two input fields: "Name" and "How can we help you with your dental needs?".

Google Ads Performance

Our **Google Ads** campaign focused on capturing high-intent users actively searching for dental care.

- **Total Ad Spend: \$163K**
- **Impressions: 1.08 Million**
- **Clicks: 46,545**
- **Average CPC: \$3.51**
- **Conversions (Leads Generated): 7,602**
- **Cost Per Conversion: \$21.52**
- **Optimization Score: 84.7%**



Through our strategic efforts, **7,602 high-quality leads** were generated, driving substantial patient growth and positioning his practice as a leading provider in Fresno.

Meta Ads Performance

For the **Meta Ads** campaign, we focused on leveraging social media to reach new audiences and foster engagement with potential patients.

Campaign	Amount spent	Impressions	Link clicks	CPC (cost per link click)	Results
Messenger Leads - Video Ads - July 2024	\$8,016.39	326,662	3,805	\$2.11	531 ¹² Messaging conversions
Traffic To Full Arch Implants Page (new webs...	\$2,540.69	306,797	5,692	\$0.45	5,692 Link clicks
Traffic to Emergency Dental Page (new webs...	\$4,498.79	974,405	14,446	\$0.31	14,446 Link clicks
Traffic To Implants Page (new website)	\$8,396.88	1,337,883	18,629	\$0.45	18,629 Link clicks
Messenger Leads	\$35,290.39	1,516,685	22,631	\$1.56	4,800 ¹² Messaging conversions
Results from 12 campaigns ¹² Excludes deleted items	\$74,552.61 Total spent	6,489,964 Total	89,452 Total	\$0.83 Per Action	— Multiple conversions

- **Total Ad Spend: \$74,552.61**
- **Impressions: 6.4 Million**
- **Link Clicks: 89,452**
- **Cost Per Click (CPC): \$0.83**
- **Conversions (Leads Generated): 60,353**
- **Cost Per Lead (CPL): \$1.23**

With over **60,353 leads generated** at an extremely efficient cost per lead, our Meta Ads campaign delivered exceptional value while boosting brand visibility.

Global Leader in Smart Air Quality Solutions: 2021 – 2023

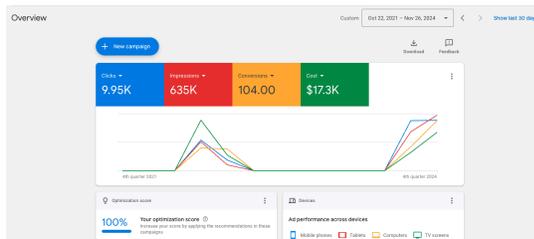
Industry: Smart Building Technology

This smart building technology company is revolutionizing how buildings operate by prioritizing health, sustainability, and energy efficiency. Their innovative air quality monitoring devices and software solutions empower organizations to achieve **low-carbon, healthy buildings** while reducing greenhouse gas emissions. These tools deliver actionable insights, future-proofing buildings and improving indoor environments for both people and the planet.

Since the second quarter of 2022, they have relied on our expertise to deliver results-driven **Google Ads campaigns**.

Google Ads Performance

Delivered 104 qualified leads, directly connecting the company with businesses ready to invest in low-carbon building solutions. Achieved a competitive **Cost Per Click (CPC) of \$1.40** and a **Cost Per Lead (CPL) of \$165.89**, demonstrating exceptional value for their advertising investment.



- **Total Ad Spend:** \$17.3K
- **Impressions:** 635K
- **Clicks:** 9,952
- **Average CPC:** \$1.40
- **Conversions (Leads Generated):** 104
- **Cost Per Conversion:** \$165.89
- **Optimization Score:** 100%

Our collaboration supports the mission to create healthier, sustainable buildings while driving business growth and environmental impact.

We created high-performing landing pages that delivered outstanding results. Here's one of our best examples.

