

Sable Clinics — Full-Funnel Growth Programme

A paid, lifecycle and landing-page programme rebuilt around booked appointments instead of form fills.



Sable Clinics · Healthcare / Multi-site Clinics
Digital Marketing · 6 months · Nov 2024 — Apr 2025

Overview

CLIENT

Sable Clinics

INDUSTRY

Healthcare / Multi-site Clinics

ROLE

Growth partner

DURATION

6 months · Nov 2024 — Apr 2025

SERVICES

Paid media, Conversion rate optimisation, Lifecycle marketing, Analytics

TECHNOLOGY

Google Ads, Meta Ads, GA4, HubSpot, Looker Studio, Server-side GTM

The client challenge

Sable was measuring success in form submissions while half of them never became appointments. Spend was spread evenly across nine locations regardless of capacity, and no one could say which channel filled a chair.

Research & Audit

We connected marketing data to the practice management system before changing a single bid.

- 12-month spend and outcome audit across three ad platforms
- Call and booking analysis identifying a 51% form-to-appointment gap
- Competitor SERP and creative review in all nine catchment areas
- Capacity mapping — two clinics were over-booked while three sat at 60%

Strategy

Budget follows capacity, creative follows intent, and every metric reports in appointments.

- Server-side tracking through to confirmed booking and attendance
- Location-level budget allocation rebalanced weekly against open capacity
- Intent-tiered messaging from symptom research down to branded search
- Lifecycle layer to recover no-shows and dormant patients

Creative & Landing Pages

Nine pages, one component system, each one credible to a nervous first-time patient.

- Practitioner-led creative with real clinicians and real rooms
- Booking widget above the fold with visible next-available slots
- Trust block: credentials, regulator registration, patient outcomes
- Sub-1.2s load on mobile — a direct lever on paid efficiency

Measurement

The reporting layer is the reason the programme kept compounding.

- Server-side GTM with consent-mode compliant conversion signals
- Offline conversion import from the practice management system
- Looker Studio dashboard by clinic, channel and treatment line
- Weekly experiment cadence with a documented decision log

Programme Snapshot

Six months, 38 experiments, 11 of them rolled out permanently.

- Paid: restructured search, social and performance max
- Owned: nine landing pages and a recall email programme
- Reporting: one dashboard the leadership team reads unaided

Deliverables

- Rebuilt account structure across search, performance max and social
- 9 location-specific landing pages with a shared component system
- Lifecycle programme: reminders, recall and reactivation
- Booking-level attribution model and executive dashboard

Results

-46%

Cost per booked appointment

+188%

Booked appointments per month

2.4x

Return on ad spend

+63%

Engagement on lifecycle email

Client testimonial

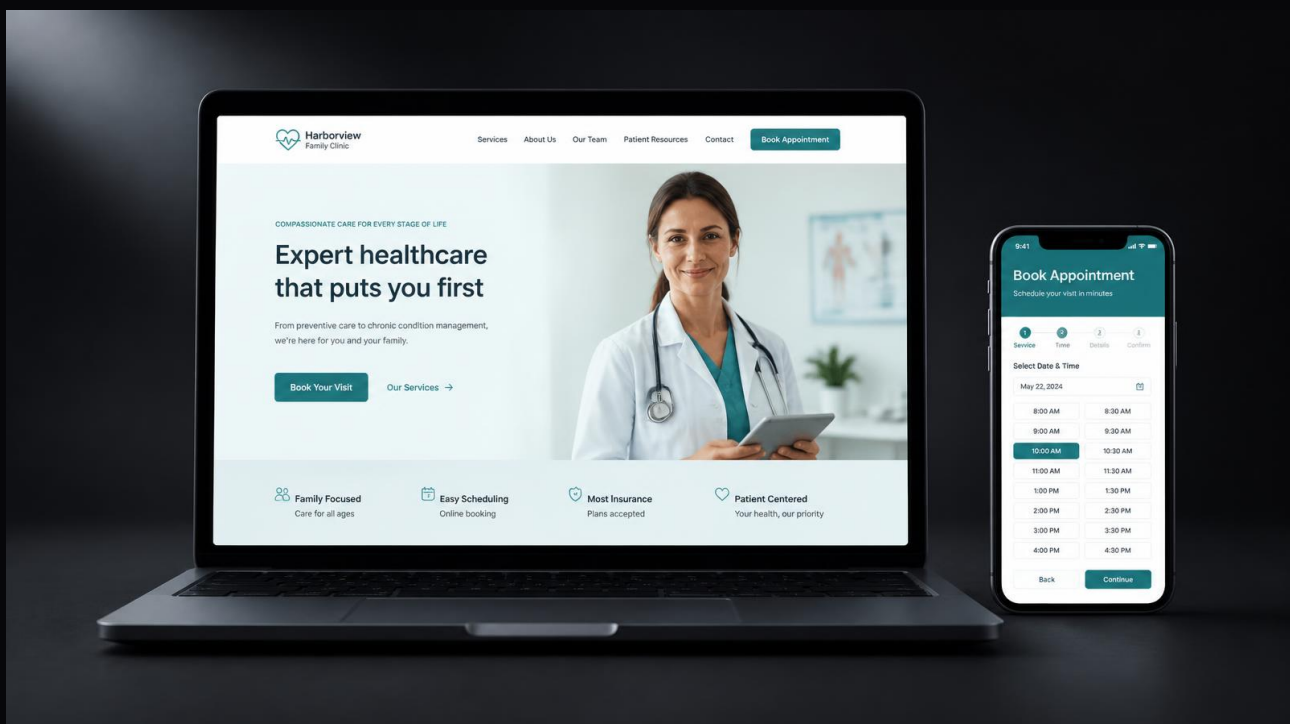
“For the first time we know what a booked patient costs, by clinic and by treatment. That single change reshaped how we spend.”

Dr. Amina Farrell — Clinical Director, Sable Clinics

Gallery



Campaign performance dashboard



Location landing pages and ad creative

Conclusion

Sable Clinics came to DEZMOLAB with a business problem, not a design brief. We diagnosed it, shipped against it and measured the outcome — and the work is still running in production today.

Work with DEZMOLAB

We design, build and grow digital products for startups, businesses and enterprises. If you have a problem shaped like this one, we should talk.

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