

## Executive Summary

**125**

Leads

+40.4%

**€5,87**

CPA

**2379**

Sessions

+14.7%

**5.3%**

Conv. Rate

In the first 21 days of April 2026, Smile Lab booked 125 leads, 40.4% more than the same window in March (89 leads). 55 of those are qualified: 42 inquiries, 9 phone taps and 4 emails. The remaining 70 are file downloads, interest but not immediate intent to buy. Total ad spend reached €733.52 (10.3% above the comparable March window), and Meta Ads remains the leading channel for qualified inquiries with a €11.87 CPA and 20 qualified leads out of 32. Organic shows steady momentum: sessions grew 17.5% and search CTR improved from 1.30% to 1.74%, both clean signals that visibility is widening. The friction sits in Google Ads, where 41 of 57 leads are downloads and only 13 are inquiries — the lead mix needs attention. Two campaigns stand out as concerns: 'Performance Max Implants' (3-month CPA trend €3.36 → €7.83 → €11.61) and 'Teeth whitening search', which produced zero qualified leads in April despite €26.56 in spend. Even so, the April picture is net positive: lead growth, expanding organic reach and the 16% conversion rate on /implants from Paid Social all point to a healthy base.

## Key Findings

### Wins

#### Total leads grew sharply

In the first 21 days of April, Smile Lab booked 125 leads, 40.4% more than the same window in March (leads.previous = 89). The growth shows up across all key channels.

#### Meta Ads delivers qualified inquiries at a healthy CPA

Meta Ads produced 32 leads, of which 18 inquiries, 1 phone tap and 1 email — 20 qualified leads in total. CPA is €11.87 (metaAds.cpa.current), which is a good result given that quality mix.

#### Organic search traffic is climbing

Organic sessions grew 17.5% (organic.sessions.changePct: 702 → 825). Search CTR improved to 1.74% from 1.30% (organic.ctr.changePct: +33.8%), a clear signal that titles and descriptions are pulling more clicks.

#### 'Implants search' campaign holds a stable mix of qualified leads

The campaign produced 10 leads in April: 6 inquiries, 1 phone tap and 3 file downloads — a solid qualified ratio. CPA is €6.18 (googleAds.topCampaigns). Three-month history shows steady lead volume (8 → 9 → 8), evidence of a reliable performer.

#### Implants landing page converts unusually well from Paid Social

The /implants landing page on Paid Social hit a 16% conversion rate (leads.byLandingPage) with 20 leads from 125 sessions — 14 inquiries, 5 downloads and 1 phone tap. One of the strongest page+channel combinations this month.

### Issues

#### 'Performance Max Implants' — CPA climbing, inquiries dropping

CPA has risen 3 months in a row: €3.36 → €7.83 → €11.61 (googleAds.campaignHistory). April CPA is €6.86, but only 5 of the 27 leads are inquiries — 22 are file downloads. The lead quality trend is deteriorating.

#### 'Teeth whitening search' — zero qualified leads in April

The campaign produced 6 leads in April, but every one is a file download. Despite €26.56 spend, there were no inquiries, phone taps or emails. January had 1 inquiry, February 1 — March and April zero. Worth a structural review.

#### 'Leads Dental CPR 13/08' — CPA creeping up

CPA has risen 3 months running: €7.09 → €10.51 → €11.98 (metaAds.campaignHistory). April CPA is €12.70. At the same time the qualified share is slipping: January had 19 inquiries + 9 phone taps; March had 13 inquiries + 2 phone taps. Classic audience-fatigue signals.

## 'Performance Max Aligners' — leads falling and inquiry share thin

Total leads have fallen 39 (Jan) → 32 (Feb) → 15 (Mar). April produced 14 leads, of which only 2 inquiries, 1 phone, 1 email and 10 downloads. CPA stays low (€5.71) but quality is sliding. Inquiries dropped from 5 in January to 2 in April (googleAds.campaignHistory).

## Opportunities

### Increase budget on Meta 'Aligners spring 2026' — early recovery signal

'Aligners spring 2026' delivered 20 leads at €4.69 CPA in March, then 7 leads at €8.92 CPA in April. Given April spend was lower (€62.43) and the lead mix is promising (2 inquiries, 5 downloads), a budget increase

### Capitalise on the 'dental implant cost' organic query

'dental implant cost' delivered 140 clicks at average position 6.8 — one of the strongest organic queries (organic.topQueries). <https://smilelab.com/dental-pricing> is the strongest organic page with 90 clicks. Tightening the meta title and description for this query could

### Investigate 'Teeth whitening search' — downloads only, no qualified leads

April CPA is €4.43, but every lead is a download. Before any pause decision, check: does the ad promise content (e.g. a brochure) that funnels only to a download? Is the landing page a contact form or a file-gate? Run an A/B before changing budget.

### Organic /implants page has clear upside — CTR is low

<https://smilelab.com/implants> ranks for 5,900 impressions, but CTR is 3.7% at average position 7.2 (organic.topPages). The page surfaces in search but the meta isn't pulling clicks. Title + description rewrite is the simplest fix.

## Google Ads

€353,61

Ad Spend  
+17.9%

57

Leads  
+7.5%

€6,2

CPA  
-9.5%

1280

Clicks  
+24.5%

Campaign	Ad Spend	Clicks	Leads	CPA
Performance Max Implants File Download: 22 • Inquiry: 5	€185,25	719	27	€6,86
Performance Max Aligners File Download: 10 • Inquiry: 2 • Email: 1	€79,98	411	14	€5,71
Implants search Inquiry: 6 • File Download: 3 • Phone: 1	€61,82	104	10	€6,18
Teeth whitening search File Download: 6	€26,56	46	6	€4,43

## Campaign Trends

Campaign	January 2026			February 2026			March 2026		
	Spend	Leads	CPA	Spend	Leads	CPA	Spend	Leads	CPA
Performance Max Implants	€241,64	72	€3,36	€242,74	31	€7,83	€243,89	21	€11,61
Performance Max Aligners	€119,99	39	€3,08	€114,47	32	€3,58	€71,59	15	€4,77
Implants search	€94,83	8	€11,85	€109,04	9	€12,12	€90,06	8	€11,26
Teeth whitening search	€26,95	5	€5,39	€11,78	2	€5,89	€9,98	7	€1,43

3-month trend of Spend, Leads (GA4), and CPA per campaign.

Google Ads produced 57 interactions in the first 21 days of April — 13 inquiries, 2 phone taps, 1 email and 41 downloads — at €353.61 in spend and a €6.20 CPA. Downloads dominate, which means most interactions reflect interest rather than direct contact intent. Clicks grew 24.5% and CPC dropped to €0.28, evidence the bidding side is working, but click volume alone won't lift quality. 'Implants search' remains the strongest line: 6 inquiries, 1 phone, 3 downloads, €6.18 CPA, and a steady 3-month trend. 'Performance Max Implants', meanwhile, needs a structural review — CPA climbed from €3.36 to €11.61 across 3 months, and April produced just 5 inquiries out of 27 leads. 'Teeth whitening search' generated zero qualified leads despite €26.56 in spend; the ad and the landing page both deserve a fresh look.

## Meta Ads

€379,91

Ad Spend  
+4.0%

32

Leads  
-15.8%

€11,87

CPA  
-23.5%

819

Clicks  
-3.5%

Campaign	Ad Spend	Clicks	Leads	CPA
Leads Dental CPR 13/08 <small>Inquiry: 16 • File Download: 7 • Email: 1</small>	€317,48	546	25	€12,7
Aligners spring 2026 <small>File Download: 5 • Inquiry: 2</small>	€62,43	273	7	€8,92

### Campaign Trends

Campaign	January 2026			February 2026			March 2026		
	Spend	Leads	CPA	Spend	Leads	CPA	Spend	Leads	CPA
Leads Dental CPR 13/08	€304,71	43	€7,09	€409,87	39	€10,51	€455,35	38	€11,98
Aligners spring 2026	€23,06	4	€5,77	€83,78	27	€3,1	€93,73	20	€4,69

3-month trend of Spend, Leads (GA4), and CPA per campaign.

Meta Ads produced 32 leads in the first 21 days of April — 18 inquiries, 1 phone, 1 email and 12 downloads — at €379.91 spend and €11.87 CPA. Among paid channels Meta is the clear winner on qualified mix: 20 of 32 leads carry direct contact intent, with a 10.2% conversion rate. 'Leads Dental CPR 13/08' delivered 25 leads (16 of them inquiries), but CPA has risen for four months running — €7.09 → €12.70 — and impressions dropped 13.7% even with higher spend. Both are early audience-fatigue signals. 'Aligners spring 2026' produced 7 leads in April (2 inquiries, 5 downloads) at €62.43 spend and €8.92 CPA. The fall from March's 20 leads looks dramatic, but April spend was much lower, so it's too early to call a structural decline. Recommended: watch this campaign over the next two weeks, and refresh creatives on 'Leads Dental CPR 13/08' before the CPA trend hardens.

## Channel Comparison

Channel	Sessions	Share	Leads	Conv %	CPA
Google Ads	4,516	47.5%	57	2.5%	€6,2
Organic Search	2,856	30.0%	34	2.4%	-
Meta Ads	1,256	13.2%	32	5.1%	€11,87
Direct	444	4.7%	1	0.5%	-
Referral	62	0.6%	1	3.2%	-
Organic Social	252	2.6%	-	-	-
Paid Other	116	1.2%	-	-	-
AI / LLM	6	0.1%	-	-	-
Untracked	4	-	-	-	-
Unknown	4	-	-	-	-

## Recommendations

### 1. Rework the CTA on /implants for direct inquiry

/implants is the busiest landing page (611 Cross-network sessions) but generates only one inquiry on that channel.

High impact

### 2. Restructure 'Performance Max Implants' — 3 months of rising CPA

CPA climbed from €3.36 (Jan) to €11.61 (Mar); April is €6.86 but the qualified share is thin (5 inquiries from 27 leads). Review audience segments, creative assets and landing pages.

High impact

### 3. Shift budget into 'Implants search' — the steady qualified source

The campaign holds steady at 8 → 9 → 8 leads across the last 3 months with a good mix: 6 inquiries, 1 phone, 3 downloads in April at €6.18 CPA. The most reliable qualified-lead source among Google Ads campaigns. A measured

High impact

### 4. Diagnose 'Teeth whitening search' — no qualified leads despite spend

The campaign spent €26.56 in April and produced 6 leads, all file downloads. No inquiries, phone taps or emails at all. Check: is the ad promising content rather than contact? Is the landing page a contact form?

Medium impact

5. **Rewrite SEO meta for /implants — 5,900 impressions, CTR 3.7%**

<https://smilelab.com/implants> surfaces often in Google (5,900 impressions) but CTR is unusually low (3.7%) at position 7.2. Rewrite the meta title and description to clearly communicate the value of the service.

Medium impact

6. **Watch 'Leads Dental CPR 13/08' next month — CPA rising, impressions falling**

CPA rose from €7.09 to €11.98 across 3 months; April is €12.70. Impressions fell 13.7% despite stable spend — early audience saturation / ad fatigue. Refresh creatives and review audience segments.

Medium impact

## Conclusion

April 2026 looks encouraging on volume: 125 leads and 40.4% growth are clear signals that total reach is widening. But the full picture has to include quality — 55 of those leads are qualified (inquiries, phone taps, emails); the rest are file downloads. Meta Ads remains the most reliable channel for direct inquiries, organic is steadily improving on position and CTR, and Google Ads has concrete work waiting — review the campaigns where CPA is rising and qualified leads are thin. Priority moves for May: restructure 'Performance Max Implants', refresh creatives on 'Leads Dental CPR 13/08', diagnose 'Teeth whitening search' and rewrite SEO meta for /implants. The base is solid — now it's about precision tuning to lift the share of genuinely qualified inquiries.