



OUR COSMETIC SURGERY CLIENT

# Needed Some Work Done

**They needed more than just leads—they needed patients to walk through the door. We had to shift from top-of-funnel engagement to down-funnel action.**

Successful marketing campaigns reach the right people at the right time with the right message. Our cosmetic surgery client, believed they were heading in the right direction but faced new competition from weight-loss drugs. They reached out to us to help them convert prospective clients' interest into scheduled consultations.

## The Challenge

Our cosmetic surgery client faced a growing—and costly—problem: too many form fills weren't leading to scheduled consultations, and too many scheduled consultations were turning into no-shows. Each missed appointment meant wasted ad spend, underutilized surgical staff, and lost revenue. They needed more than just leads—they needed patients to walk through the door.

## Our Solution

By integrating our cosmetic surgery client's CRM data directly with ad platforms, we built a closed-loop system that shifted focus from top-of-funnel engagement to down-funnel action. Leveraging first-party data, we created "offline conversions" powered by our cosmetic surgery client's internal lead-scoring system and real appointment outcomes. New ad campaigns optimized for these conversions helped the cosmetic surgery client bid smarter, sync faster, and drive more show-ready patients.



The potent combination of internal strategy with agency execution can move marketing from "tactical" to "transformative." Your team brings brand vision; Overdrive brings scale, depth, speed, and measurable performance. Together, we build campaigns that perform today—and fuel brand equity tomorrow.

Want to explore what a partnership with Overdrive could look like? Let's schedule a collaborative workshop and map out a program tailored to your internal team's goals and strengths.



**Your Team  
Just Got  
Bigger.**

**LET'S TALK**