



A MULTI-LOCATION VETERINARY SERVICES BRAND

Scaling paid media across locations: *an efficient model for growth*

By shifting to a tiered account setup, a multi-location vet brand finally broke out of fragmented budgets and uneven results—and unlocked scalable, high-intent growth.

Overdrive pulled all their spend into one smarter system and rebuilt the Google, Meta, and Yelp programs so they focused on high-intent demand and clear channel roles. The shift made optimization more efficient—and it more than doubled conversions, even as the budget went up.

The Challenge

With each clinic funding its own media, the client was stuck with scattered budgets, uneven performance, and shrinking efficiency as spend grew. Money was spread thin across markets with differing demand levels. They needed a smarter, scalable model that could direct spend where it mattered, rebuild call volume and lower-funnel demand, and boost efficiency without hurting lead quality.

Our Solution

Overdrive moved the brand away from funding each location separately and shifted to a performance-based, tiered model that tied budgets to demand, efficiency, and growth potential. Each tier got its own funnel-aligned strategy, campaigns were streamlined, and spend was pushed toward the highest-return areas. Clear channel roles and a funnel-based measurement setup made optimization faster and scaling a lot more efficient.



OVERDRIVE

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