Paid ads case study

Nandi Medical Google Ads: 85% more clicks at 43% lower cost per click in six weeks

Google Ads and Shopping | Medical supplies e-commerce | USA

Nandi Medical, based in Schaumburg, Illinois, sells hormone pellet trocar kits and medical instruments to clinics online. Offshore Marketers cleaned up its Google Ads and Shopping. In six weeks weekly clicks nearly doubled, each click cost $4.20 instead of $7.37, and the cost of a conversion fell by 76%.

+85%	-43%	-76%
Weekly clicks	Cost per click	Cost per conversion

Industry	Market	Service
Medical supplies e-commerce	USA	Google Ads and Shopping

The goal

Get more qualified clinic buyers at a lower cost.

- Stop paying for searches that never buy
- Get more products live in Shopping
- Raise ad quality on the core keywords

What we did

We tightened the account week by week.

1. **Negative keywords**
   Added 2,184 negative keywords in six weeks to cut wasted clicks.

2. **Shopping feed**
   Took live products in Merchant Center from 7 to 19.

3. **Quality Score**
   Lifted core keywords, for example "trocar supplies" from 3 to 7.

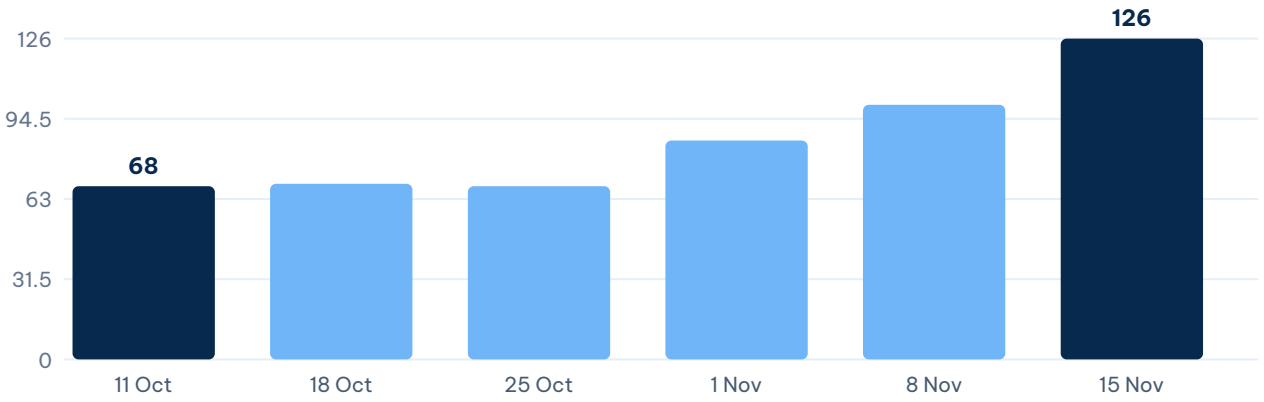
4. **Lead search**
   Optimised the lead search campaign to a 12.40% click-through rate.

The results

Across six weeks the account won 27 conversions, with real orders for trocar kits and instrument trays.

Google Ads	Week to 11 Oct	Week to 15 Nov
Clicks	68	126
Impressions	2,446	6,524
Cost per click	$7.37	$4.20
Conversions	1	5
Cost per conversion	$440.00	$105.81

Weekly Google Ads clicks



Source: Google Ads, Nandi Medical account, weekly reports for the weeks ending 11 October to 15 November 2026.

What it adds up to

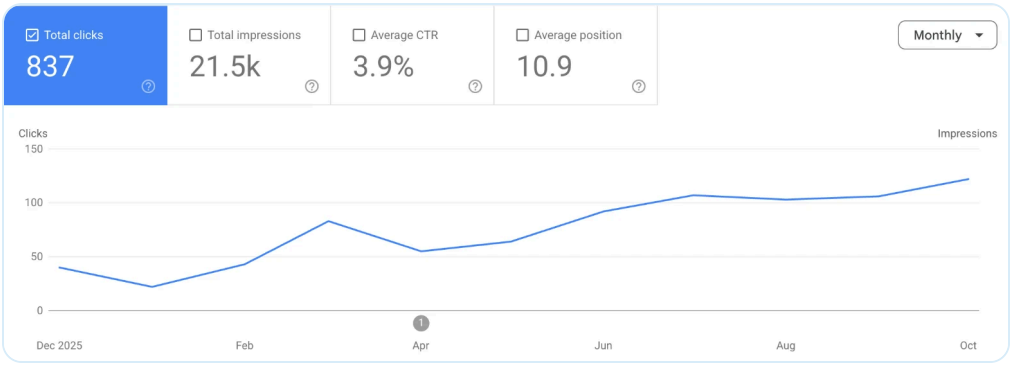
Organic clicks from Google also tripled in ten months, from 40 to 122 a month.

The proof

Screenshots from the live accounts and tools behind this case study.



Google Ads, Nandi Medical account: daily impressions from 5 October to 15 November 2026.



Google Search Console: monthly organic clicks, December 2025 to October 2026.

Want results like this?

Book a free call. We will look at your website, your accounts and your goals, and tell you what we would do first.

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About this report

Paid figures come from the Nandi Medical Google Ads account, as shown in our weekly reports to the client. Organic clicks come from Google Search Console.