CHIROPRACTIC CLINIC · MELBOURNE'S SOUTH-EAST

73% more leads **on 34% less spend.**

Within two weeks of restructuring a local chiropractic clinic's Facebook ads around specific pain points, new patient enquiries rose sharply while the budget came down.

LEADS	COST PER LEAD	AD SPEND
+73%	**−62%**	**−34%**
11 → 19 leads	$52.39 → $20.01	$576.24 → $380.18

The first two weeks, ad by ad

30 Sep – 12 Oct vs 17–29 Sep 2026

AD	LEADS	COST PER LEAD	SPEND
Low back pain (practitioner video)	9 → **13**	$48.31 → **$20.48**	$434.82 → **$266.19**
Practitioner POV video	1 → **5**	$55.22 → **$9.24**	$55.22 → **$46.22**
Sciatica (static image)	1 → **1**	$86.20 → **$67.77**	$86.20 → **$67.77**
Total	**11 → 19**	**$52.39 → $20.01**	**$576.24 → $380.18**

The practitioner POV video was the standout, bringing in leads for just $9.24 each. The low back pain video added 4 extra leads while spending $168.63 less.

FROM FACEBOOK ADS MANAGER



Off...	Ad	Results				Cost per result				Amount spent			
		30/09/2026 – 12/10/2026	17/09/2026 – 29/09/2026	Change	Change (%)	30/09/2026 – 12/10/2026	17/09/2026 – 29/09/2026	Change	Change (%)	30/09/2026 – 12/10/2026	17/09/2026 – 29/09/2026	Change	Change (%)
	Low back pain (video)	13 Leads (Form)	9 Leads (Form)	4 Leads (Form)	▲ 44.44% Leads (Form)	$20.48 Per lead (form)	$48.31 Per lead (form)	$-27.84 Per lead (form)	▼ 57.62% Per lead (form)	$266.19	$434.82	$-168.63	▼ 38.78%
	Sciatica (static image)	1 Lead (Form)	1 Lead (Form)	— Lead (Form)	0.00% Lead (Form)	$67.77 Per lead (form)	$86.20 Per lead (form)	$-18.43 Per lead (form)	▼ 21.38% Per lead (form)	$67.77	$86.20	$-18.43	▼ 21.38%
	Practitioner POV (video)	5 Leads (Form)	1 Leads (Form)	4 Leads (Form)	▲ 400.00% Leads (Form)	$9.24 Per lead (form)	$55.22 Per lead (form)	$-45.98 Per lead (form)	▼ 83.26% Per lead (form)	$46.22	$55.22	$-9.00	▼ 16.30%

THE CLIENT

An independent, family-run chiropractic clinic in Melbourne's south-east, treating busy parents and working adults with back pain, neck pain, sciatica and posture issues.

THE CHALLENGE

The clinic needed a steady stream of new patient bookings from Facebook, but its budget needed to be reduced by $1,000. The goal: spend less without losing enquiries.

What **we did.**

01

Condition-specific ads

Each ad targets one pain point, such as low back pain or sciatica, so the right people recognise themselves.

02

Practitioner-led video

Two videos, including a selfie-style POV, feature the clinic's own chiropractor to build trust early.

03

A simple static ad

A clean single-image ad on sciatica gives a low-cost second route to new enquiries.

04

Budget moved to what works

Spend was cut and shifted to the ads delivering the cheapest leads.

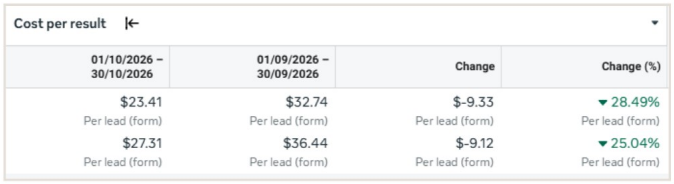
The full month: **Sep vs Oct.**

Whole account · 1–30 Sep vs 1–30 Oct 2026

METRIC	SEPTEMBER	OCTOBER	CHANGE
Cost per lead	$33.56	**$27.41**	**−18.3%**
Total ad spend	$1,778.75	**$1,041.70**	**−41.4%**
Leads generated	53	**38**	−28.3%

Spend fell 41% but leads fell only 28%, so every enquiry cost $6.15 less. The two core ads got markedly cheaper:

Low back pain video	$32.74 → **$23.41**	**−28.5%**
Sciatica static ad	$36.44 → **$27.31**	**−25.0%**



LET'S TALK

Want results like these?

Book a free Facebook Ads review and we'll show you where your budget is leaking.

BOOK A CALL →

WEB
cantydigital.com.au

EMAIL
admin@cantydigital.com

PHONE
(02) 4268 1907

Results from a real Canty Digital client. Client details have been removed for privacy. Results vary by business, market and budget.

TRADE BUSINESS · CONCRETE RESURFACING · NSW

Around 50 leads **from $5 a day.**

Since 14 June 2026, one always-on Facebook ad has kept a local concrete resurfacing business's enquiries coming in, for $817 in total ad spend.

RECORDED LEADS	COST PER LEAD	PER WEBSITE VISIT	AD VIEWS
~50	**~$16**	**$0.17**	**126K**
About 10 a month	$817 ÷ ~50 leads	4,766 site visits	55,936 locals reached

From scroll to enquiry

14 June – 18 Nov 2026 · $817.47 spend

Ad views — **126,400**

Shown repeatedly to local homeowners, around 2.3 times each

People reached — **55,936**

8.5% of people reached clicked through to the website

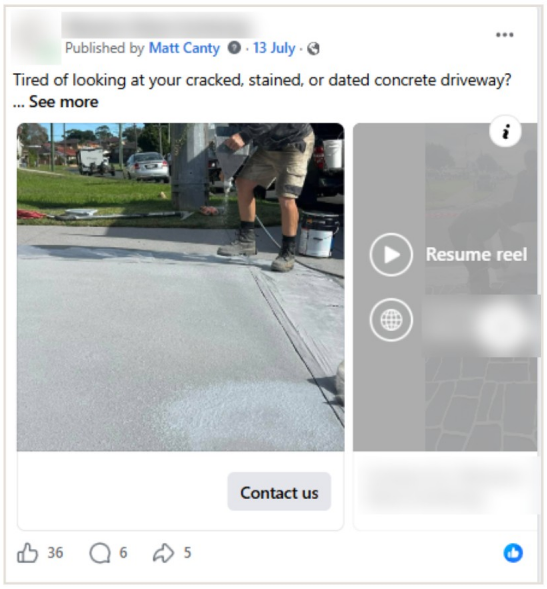
Website visits — **4,766**

About **1 in 95** visitors went on to enquire

Recorded leads — **~50**

$152 That's the average monthly ad spend at $5 a day, bringing in about 10 local homeowners asking for a quote every month.

The ad that **did the work.**



THE AD COPY

Tired of looking at your cracked, stained, or dated concrete driveway?

You just need Spraycrete.

[redacted] can completely transform your existing concrete without the mess or the extreme cost.

Why local homeowners choose it:

- ☑ No demolition required
- ☑ Permeable & porous options
- ☑ Slip-resistant & safety-focused
- ☑ Heavy-duty durability
- ☑ Custom colour & stone blends

Ready for your free quote? Contact us today.

Why it worked

01

A hook homeowners recognise

The copy opens on the problem: a cracked, stained or dated concrete driveway. People who have one stop scrolling, then the ad text highlighted the solution with unique selling points of the business at first glance.

02

Real job footage, not stock

A carousel and reel of the crew at work on real local driveways shows the finish and builds trust before anyone clicks.

03

One clear next step

A “Contact us” button sends people straight to the website’s contact page, where they can request a quote.

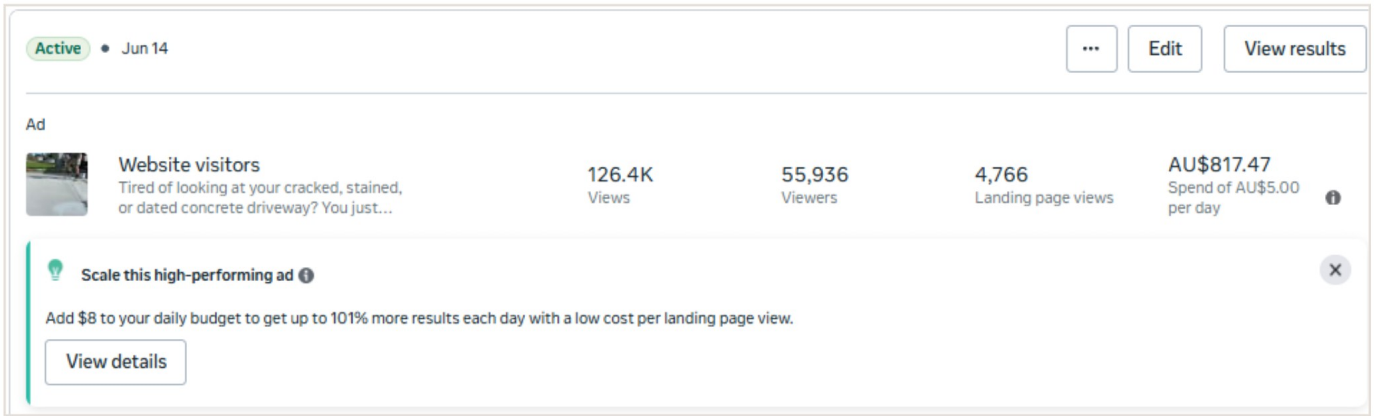
04

A small budget, always on

At $5 a day, the ad runs continuously, so local homeowners keep seeing it until they are ready to act.

FROM FACEBOOK ADS MANAGER

Live since 14 June 2026



The **wins.**

~$16

Cost per lead

Around 50 recorded leads from $817 in total ad spend since June.

+101%

Flagged “high-performing” by Meta

Meta recommends adding $8 a day for up to 101% more results each day.

47

Social proof built in

36 reactions, 6 comments and 5 shares on the ad itself, visible to every new viewer.

5 mths

Still delivering

The same ad has stayed live and kept bringing in enquiries since 14 June.

PLUS SEO

Light-touch SEO on the website

While the ad was running, we also made some minimal SEO improvements to the client’s website. This helped the site show up better on Google and make a stronger first impression on people arriving from the ad. Paid and organic worked together, so the ~50 leads reflect both.

LET’S TALK

Want results like these **for your business?**

Book a free Facebook Ads review. We’ll look at your account and show you where your budget can work harder.

BOOK A FREE REVIEW →

WEBSITE
cantydigital.com.au

EMAIL
admin@cantydigital.com

PHONE
(02) 4268 1907

STUDIO
Suite 3, Level 1/6 George St, Warilla NSW 2528

Results from real Canty Digital clients. Client names blurred or removed for privacy. Lead counts are approximate and include all leads recorded over each period; cost per lead is calculated from total ad spend. Results vary by business, market and budget.