

GOOGLE ADS · AESTHETIC SURGERY · PROSPER, TX

38% More Qualified Leads — On the Same Ad Budget

How TKX Media rebuilt Prosper Plastic Surgery's Google Ads program around verified, high-intent patient inquiries — not raw click counts.

+38%

growth in verified good leads
Jan → May 2026

347

verified good leads
in five months

80

good leads in May —
best month on record

\$0

added to the
monthly ad budget

The Client

Prosper Plastic Surgery is a boutique plastic surgery practice in Prosper, Texas, led by board-certified plastic surgeon Dinah Wan, M.D. The practice specializes in breast procedures (augmentation, lift, reduction, implant revision and removal) and body contouring (liposuction, tummy tuck, mommy makeover, brachioplasty). Like most aesthetic practices, its growth depends on a steady flow of consultation requests from prospective patients — and on those requests being real.

The Challenge

Lead volume alone is a vanity metric. Raw inquiry counts in this category are routinely inflated by spam form fills, SEO solicitations, job seekers, repeat callers who are existing patients, and inquiries for procedures the practice doesn't perform. Prosper Plastic Surgery needed more genuine prospective patients for the procedures it actually offers — without increasing ad spend, and with proof that every lead counted was real.

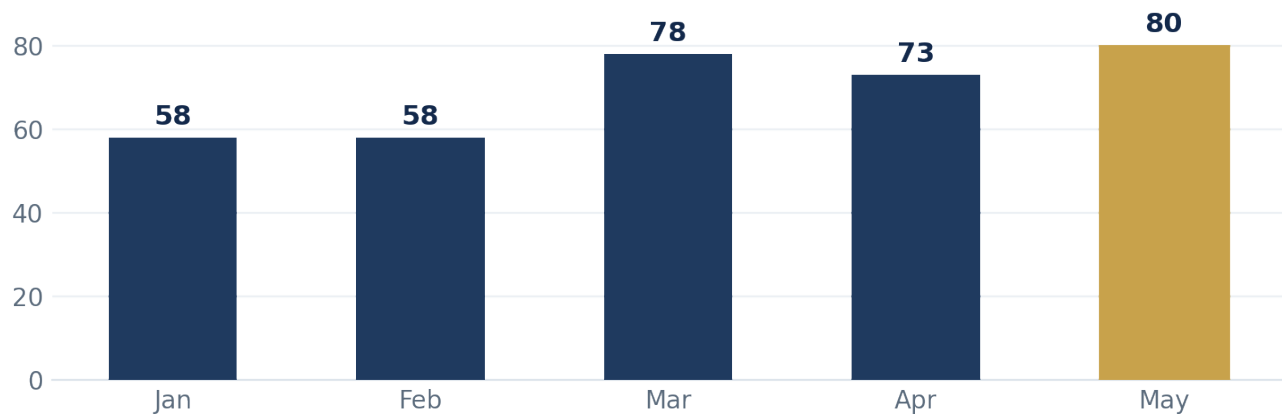
What We Did

- 1. Full-funnel lead tracking with CallRail.** We instrumented every phone call and form submission through CallRail, capturing source, landing page, call duration, and first-time-caller status for each inquiry. Nothing enters the reporting untracked.
- 2. Closed-loop reporting.** We import offline lead outcomes back into Google Ads, so the campaigns optimize toward inquiries that turn into real consultations — not just clicks or raw conversions. The algorithm learns from what actually matters to the practice.
- 3. High-intent, procedure-specific landing pages.** Instead of sending paid traffic to generic site pages, we built dedicated landing pages matched to each search intent, including:
 - prosperplasticsurgery.com/lp/breast-augmentation-v2/
 - prosperplasticsurgery.com/lp/breast-reduction/
 - prosperplasticsurgery.com/lp/breast-implant-revision/
- 4. Precision audience targeting.** Campaigns were geo-targeted to specific high-income ZIP codes across the North Dallas corridor and layered with audience filtering, so budget concentrates on the prospects most likely to book and complete an aesthetic procedure.

5. AI-driven negative keyword expansion. A continuously updated, AI-generated negative keyword set filters out irrelevant and off-target searches before they ever generate a paid click — cutting wasted spend and lifting lead quality.

The Results

Verified good leads grew from 58 in January to 80 in May 2026 — a 38% increase — with no increase in ad budget. The practice averaged 58 good leads per month in January–February; by March–May the average was 77 per month, a sustained step-change of one-third more qualified patient inquiries.



Verified good leads per month, Prosper Plastic Surgery — January to May 2026

These aren't raw leads. They're verified good leads.

Every inquiry was individually scored. Phone leads were rated on engagement — answered vs. missed, call duration, and first-time-caller status. Form leads were scored on procedure specificity, decision stage, message depth, financing interest, and contact completeness. A lead only counts as "good" if it rated Strong or Good *and* was for a procedure the practice actually performs.

Excluded from every number above: spam and solicitation submissions, fake contact details, repeat callers (existing patients), off-target procedure requests, and weak or abandoned contacts. What remains is what matters — real people, with real intent, for the right procedures.

What's Next

We're continuing to push the full funnel: business-hours-only call assets that route after-hours and weekend demand to trackable consultation forms instead of unanswered calls, and an age-gated before-and-after gallery that lets the practice advertise compliantly alongside its most persuasive visual proof.

Want qualified patients, not just clicks? TKX Media builds verified-lead Google Ads programs for aesthetic and medical practices. · stephenkrain@tkxmedia.com