



A unique mental health clinic

New Horizons Center for Healing provides a wide range of mental health counseling under a single roof. Their practitioners include psychiatrists, social workers, marriage and family counselors, and addiction counselors.

We decided to let ADP® run our Google ads

When we started the clinic, we wanted somebody to handle our payroll, and that's why we signed up with ADP. A few years later, we changed accounting firms, and they said they could handle our payroll. We decided to let them do it, but the process was not smooth. We were unhappy, so we decided to go back to ADP.

We have been advertising on Google to help get the word out about our clinic, to make people aware of the variety of mental health services we provide. For a long time, we were letting our webmaster handle it, but we weren't seeing the results we hoped for. Then I heard about ADP's Google Ads by Upnetic. Because we have had such a good experience with ADP handling our payroll, we decided to let them run our Google ads, as well.

Easy approval, impressive results

Our Upnetic representative, Josh, provided a lot of assistance. Understanding Google is a challenge because when you're on the computer — it's not like there's a live person you can talk to. So, you have to figure out what the requirements are and hope you're putting everything in the right format to get approval. But Josh understood all of that. He worked closely with us to get our ad into shape and get it approved. He was excellent and continues to check in with us.

Since using Google Ads by Upnetic a few months, we've already seen impressive results. At 4.5%, our click through rate (CTR) is now .7% higher than the industry benchmark of 3.8%. And at \$1.29, our cost per click (CPC) is 59% lower than the benchmark of \$3.13.

Dr. Amir Abbassi
Clinic Director



Quick facts

-  **Company:** New Horizons Center for Healing
-  **Headquarters:** McKinney, Texas
-  **Industry:** Mental health
-  **Employees:** 7
-  **Established:** 2011
-  **Website:** mydallascounselors.com

Business challenge: Getting the word out about a unique all-in-one mental health clinic and making the community aware of the specific services they provide.

How ADP helped: ADP's Google Ads by Upnetic® helps make it easy for RUN Powered by ADP® customers to create, get approval for and launch Google Ad campaigns.



Google Ads
by upnetic

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