

`cshe1.co.uk`: Google Ads for clinics

GOOGLE ADS CASE STUDY

Physiotherapy

AI vs Agency

What actually happened when a physiotherapy clinic's Google Ads account changed hands from a traditional agency to AI-led management. Same account, same offer, same market.

INDUSTRY	MARKET	PERIOD
Physiotherapy	Kingston upon Thames	May–Aug 2026

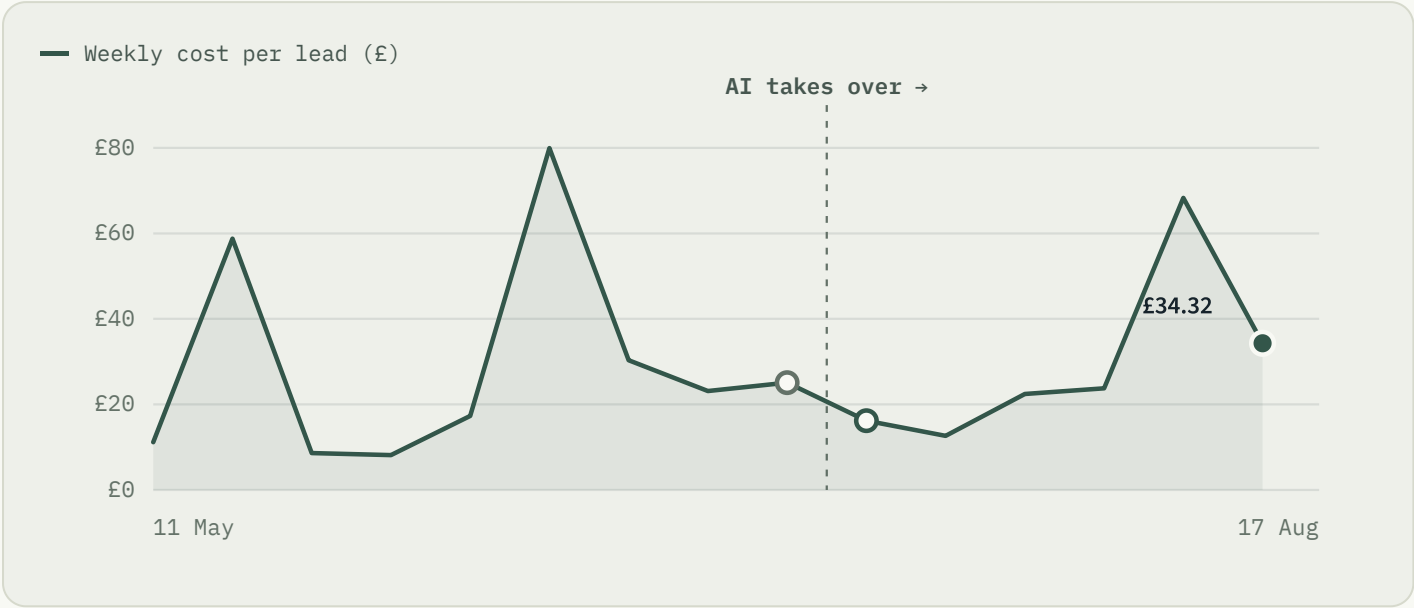
One campaign, two managers

No rebuild, no reset, no new account. The exact same Search campaign, targeting the exact same offer, only the manager changed.

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- A vertical timeline diagram with a central line and circular markers. The markers are filled circles for the first three events and an outlined circle for the last. The first two have red labels in boxes, and the last has a red label in a box. The text to the right of the markers is aligned with the timeline line.
- 11 May ● Campaign built and launched by the clinic's agency. Within weeks it becomes the account's **best-performing campaign**.
 - 24 Jun ● **FLAGGED IN WRITING**
A routine review flags the campaign is under-budgeted for its own results, and lists specific keyword gaps letting budget leak to the wrong searches.
 - 24 Jun–12 Jul ● Three weeks pass. The agency retains full access. None of the flagged gaps are closed. (*More: page 4.*)
 - 13 Jul ○ **HANDOVER**
Management moves to AI. **Same campaign ID, same budget, same offer**, the only variable that changes is who's watching it.

Cost per lead held steady through the handover

Fifteen straight weeks, including August, the seasonally slowest month for physiotherapy (school holidays). No cliff, no spike, at the point the manager changed.



LAST AGENCY WEEK (6 JUL)	AI-MANAGED AVERAGE (6 WEEKS)
£25.08	£25.28

*Compared using the account's tracking setup after its July upgrade. The weeks shown either side of this window use directly comparable data. Full weekly detail available on request.

Flagged in writing. Fixed the day it changed hands.

The performance held steady, but the account underneath it got healthier. This is what "AI-managed" meant, on the exact campaign in the chart above.

Physiotherapy Search

The campaign above

- 1 **24 Jun:** Flagged in writing, under-budgeted, with named competitor and NHS/hospital search terms leaking spend.
- 2 **24 Jun–12 Jul:** Three weeks, full access. None of it actioned.
- 3 **13 Jul:** Handover day. **87 protective keywords added**, closing every gap flagged three weeks earlier.

04 · What the agency was also running

Real spend. Zero bookings.

Alongside the Search campaigns, the agency ran two additional campaigns on a different ad format. Both are now retired.

COMBINED SPEND

£2,134

Both campaigns, full lifetime

REAL BOOKINGS

0

Verified against the clinic's booking system

CAMPAIGN	CLICKS	SPEND	BOOKINGS
Ultrasound Treatment	32,314	£1,076	0
Sports Massage	3,765	£1,058	0

Same ad performance. No monthly fee.

If the ad results are comparable, the real difference isn't in the ad account, it's in what stops leaving your bank account every month.

THIS CLINIC'S RETAINER

£450

per month, indefinitely. UK clinic retainers typically run £300–£2,000+/month

vs.

CSHEL.CO.UK

From £2,500

One-time. No retainer, no lock-in, the account is yours

- ◆ **Pays for itself in under 6 months**, then every month after is money you're not paying an agency.
- ◆ **You own the setup, not the relationship.** Once it's built, there's nothing further to pay to keep it running.

CURIOUS WHAT THIS LOOKS LIKE FOR YOUR CLINIC

Is your account leaving something on the table?

Most clinics have never seen exactly what their agency is (or isn't) doing with their budget. A short call is usually enough to find out.

See if this fits my business

zcal.co/cal/ownership-call · no cost, no obligation

£25.08 → £25.28

Cost per lead held steady through the handover.

87 vs. 0

Protective keywords added by AI vs. the agency, same flagged gap.

£2,134 → 0

Agency ad spend with zero real bookings to show for it.