HEALTHCARE GOOGLE ADS BUDGET WORKSHEET

DigiTaTop Agency | User planning worksheet | USD

Illustrative worksheet, NOT a quote or ROI forecast. Enter business-level aggregate inputs only; never patient-identifying information.

1. Service line, geography and capacity

Clinic / service	_____
Market and target city	_____
Booked appointments the clinic can accept / month	_____
Expected attended visits / month	_____
Reception / scheduling owner	_____

Bookings and attended visits are different. Under an illustrative 80% attendance assumption, 10 expected attended visits require 12.5 modeled bookings.

2. Budget and rates (use your verified inputs)

Monthly media allowance (USD)	$_____
Estimated local average CPC (USD)	$_____
Click-to-inquiry (%)	_____
Qualification rate (%)	_____
Qualified inquiry-to-booking (%)	_____
Booked appointment attendance (%)	_____
Management fee from agreed scope (USD)	$_____
Setup plus other approved costs (USD)	$_____

3. Calculate results (never assume these are actual patients)

Expected clicks = media / CPC (CPC must be positive).

Inquiries = clicks x inquiry rate; qualified inquiries = inquiries x qualification rate.

Expected bookings = qualified inquiries x booking rate; attended = bookings x attendance rate.

Fully loaded model cost / expected visit = (media + management + setup + other) / expected visits.

This is NOT ROI, not necessarily cost per incremental patient, and not evidence of campaign returns.

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DigiTaTop Agency | Planning exercise, not a performance estimate

4. Reverse budgeting from an attended-visit target

Click-to-attended rate = inquiry rate x qualification rate x booking rate x attendance rate (each a decimal).

Required clicks = target attended visits / click-to-attended rate.

Required media = required clicks x estimated CPC; add actual management and other approved costs.

Check required bookings = target attended visits / observed attendance rate against schedulable slots.

Target attended visits	_____
Expected bookings	_____
Required clicks	_____
Required media (USD)	$_____
Total assumed first-month costs (USD)	$_____

5. Scenario stress test

Case	Conservative	Base	Optimistic
CPC	$_____	$_____	$_____
Inquiry rate	_____%	_____%	_____%
Qualification	_____%	_____%	_____%
Booking rate	_____%	_____%	_____%
Attendance rate	_____%	_____%	_____%
Modeled attended	_____	_____	_____

6. Financial interpretation

Actual ROI cannot be calculated from CPC, inquiries, bookings or attendance alone. It requires verified incremental contribution after delivering care, attribution and all attributable costs. Do not substitute billed revenue for profit.

Published DigiTaTop entry fee terms checked 2026-11-03: higher of $950/month or 12% of managed media; one-time setup $750 for entry scope. Confirm current terms and exclusions before signing. The $5,000, $10 CPC, conversion rates and derived appointment costs in NP050 are fictional demonstrations.

7. Approval checklist

[ ] Service/location eligibility and medical claims reviewed

[ ] Account ownership, management, setup and exclusions documented

[ ] Measurement definitions and privacy review approved

[ ] Booked-slot capacity and expected attendance reviewed

[ ] Example assumptions replaced with observed aggregate data where possible