

PREPARED FOR

Crescent Roots

From Broken Measurement to a Predictable Lead Engine

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ACCOUNT SNAPSHOT

INDUSTRY

Healthcare - Psychology

BUSINESS MODEL

Multi-Therapist Telehealth + In-Person

PLATFORM

Google Ads

WEBSITE

crescentrootspsychology.com

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IN JASON'S OWN WORDS

"I immediately felt good about BrandRocket after the first conversation, and then felt even better after a couple months of researching, dialing and tweaking, when we started to see more people calling and emailing. Now, a little over a year later, I can't imagine not working with BrandRocket as a regular and one hundred percent worthwhile business expense."

— Jason Beers, PsyD | Crescent Roots Psychological Services

From Jason's public Google review of BrandRocket, April 2026.

1. The Client

Crescent Roots Psychological Services is a multi-therapist psychology practice based in Novi, Michigan, founded and led by Jason Beers, PsyD, LP, RYT. The practice serves patients both in-person at the Novi clinic and via telehealth to clients across the state of Michigan.

The practice has more than 17 clinicians on staff, treating individual therapy, addiction counseling, grief counseling, PTSD therapy, anxiety, depression, and a wide range of specialty conditions across modalities including CBT, EFT, IFS, DBT, and trauma-informed care.

At a glance

- Category: Multi-therapist psychology practice
- Business model: In-person clinic + statewide Michigan telehealth
- Team: 17+ clinicians on staff
- Founder + lead psychologist: Jason Beers, PsyD, LP, RYT
- Modalities: CBT, EFT, IFS, DBT, trauma-informed, mindfulness-based
- Reputation: 4.8 stars on Google, 15+ years of practice experience

BrandRocket has managed Crescent Roots' Google Ads since April 2025 -- a continuous 14-month single-channel paid acquisition engagement.

2. What We Inherited

When BrandRocket opened the Crescent Roots Google Ads account in April 2025, the immediate work wasn't scaling -- it was rebuilding.

The account had been running a single legacy Performance Max campaign that was spending real money but wasn't reliably measuring its own results. Phone calls were happening. Form submissions were happening. But the conversion tracking layer that should have connected those events back to specific campaigns and keywords wasn't wired correctly. The bidding algorithm was making decisions on incomplete data -- and the practice couldn't see clearly which marketing spend was producing patients.

Year one for any paid acquisition program is about building the measurement foundation. That is what BrandRocket inherited and rebuilt.

3. What We Rebuilt - Targeting

We started by replacing the legacy structure with five focused Search campaigns built around the way patients actually search for therapy in Michigan.

Each campaign targets a different patient flow:

- **Virtual Therapy** -- the highest-intent keyword cluster for patients searching specifically for telehealth in Michigan
- **Telehealth** -- adjacent intent for patients searching across the broader statewide telehealth opportunity
- **Specialties** -- coverage for the specific conditions the practice treats (anxiety, depression, PTSD, addiction, grief, and more)
- **Therapy Types - CBT** -- modality-specific intent for patients who already know the framework they want
- **Dynamic Search Ads** -- captures competitor and facility-name searches that wouldn't otherwise be covered

This structure replaced a single catch-all campaign with five purpose-built channels that the bidding algorithm could actually learn from. As individual clinicians on the practice's roster need more patient flow, the structure lets BrandRocket route new spend to the specific patient flow that clinician serves -- without disrupting the campaigns that are working.

"BrandRocket has tuned in the ads to the point now to where I can send them the bio page of a therapist who needs another client, and they adjust the ads to search for people who are looking for what that therapist specializes in. Win-win. It helps the business save in ad spend because you're spending less because you're getting more specific, and it helps people find a good match with a therapist that fits their needs."

— Jason Beers, PsyD | Crescent Roots Psychological Services

4. What We Rebuilt - Tracking

A paid acquisition program can only be optimized against signals it can see. The pre-BR account wasn't reliably measuring its own leads -- so the bidding algorithm was effectively flying blind.

We rebuilt the conversion tracking architecture from the ground up:

- Native Google Ads call tracking for in-ad calls and click-to-call actions, with call-duration thresholds set to capture real patient inquiries
- Web tracking for contact form submissions and email link clicks via Google Tag Manager
- Offline conversion import for phone calls handled by the practice's answering service -- so calls that don't connect on the first ring still feed back into the bidding signal
- Secondary engagement signals (session duration) configured as secondary, not primary -- so they inform but don't dilute the algorithm

With the tracking architecture in place, the bidding algorithm could finally optimize against actual patient inquiries -- and the practice could finally see, every month, which campaigns were producing real leads.

"BrandRocket also provides regular videos that screen share the Google Ads Manager for your business, with a voice overlay of their analysis. They give a thorough analysis of everything from performance of keywords, your rank on the page, stats and figures and the why regarding how much to tweak each keyword and ad spend. They run experiments and flow spend to keywords that are less advertised, and every experiment just gives them more information about how to help."

— Jason Beers, PsyD | Crescent Roots Psychological Services

5. The Quarterly Trajectory

BrandRocket took over the account in April 2025. The first managed quarter (Q2 2025) was the rebuild quarter -- structure being laid, tracking being wired in, the bidding algorithm just starting to learn from clean signal. That quarter is the baseline.

The four quarters that followed show what happened once the foundation was working:

Quarterly trajectory under BrandRocket management

Quarter	Monthly Lead Volume	Cost Per Lead
Q2 2025 (Apr-Jun) — takeover	baseline	baseline
Q3 2025 (Jul-Sep)	+216% vs baseline	improved 8%
Q4 2025 (Oct-Dec)	+477% vs baseline	improved 62%
Q1 2026 (Jan-Mar)	+875% vs baseline	improved 77%
Q2 2026 (Apr-May, partial)	+508% vs baseline	improved 79%

By Q1 2026 -- three full quarters after takeover -- the program was producing roughly **10x the monthly lead volume** of the rebuild quarter at **roughly one-quarter the cost per lead**. The current partial quarter is holding well above baseline as the program continues to optimize.

The pattern matters more than any single quarter. Lead volume scaled quarter after quarter. Cost-per-lead dropped quarter after quarter. The bidding algorithm now has clean data to learn from -- which means efficiency will continue to compound as long as the structure is maintained.

6. What's Coming Next

The account architecture is positioned to support the practice's next phase of growth.

New therapist onboarding. As Crescent Roots hires new clinicians, BrandRocket adds targeted keyword expansions to route new patient flow to the specific therapist's specialty -- a clinic-specific advantage of the five-campaign structure that was rebuilt during the engagement.

Multi-state expansion. The practice is in the process of expanding into additional U.S. states, with Washington State licensure pending and more states in the pipeline. The Google Ads architecture we have built can scale into each new geography as licensure clears.

Continued efficiency improvement. Cost-per-lead has come down meaningfully across the recent quarter and is approaching the practice's target. Further efficiency gains are expected as the bidding algorithm continues to learn from clean conversion data.

7. What This Means For The Practice

After 14 months of BrandRocket management:

- The Google Ads account has been rebuilt from a single broken-measurement campaign into a five-campaign Search architecture that maps to how patients actually search for therapy in Michigan.
- Conversion tracking is no longer flying blind -- the program now optimizes against accurate signals across calls, form submissions, and offline answering-service interactions.
- Cost-per-lead has improved by approximately two-thirds from Year 1 to the most recent quarter, with monthly conversion volume holding or growing.
- The structure is built to absorb new clinicians, new geographies, and additional budget without rebuilding.

"If you're considering BrandRocket for services, just give yourself a moment to think how strategic you could get about ad spend. Know that it just takes some time, but that is normal, and is definitely worth it."

— Jason Beers, PsyD | Crescent Roots Psychological Services

The rebuild is done. The lead engine is producing. The next year is about scaling it -- one therapist, one state, one campaign at a time.