



BENCHMARK

PDF · benchmark report

Ad spend benchmarks by specialty

What different specialties really spend to win a booked patient, and why.

How specialties differ on ad spend

Ad costs and the effort to convert vary widely by specialty. Use these as planning ranges, not targets: your real goal is spend that returns lifetime value at least three times your cost to acquire a booked patient.

Lower-cost, high-intent

- Dental & orthodontics: efficient, review-driven, strong local-search intent.
- Dermatology & aesthetics: high intent, competitive on creative.

Mid-range

- Ophthalmology: seasonal (cataract camps), referral plus search.
- Orthopaedics & ENT: referral-heavy, landing pages carry the load.

Higher-cost, considered lines

Longer decisions, higher value

- Cardiology: long consideration, higher cost, high lifetime value.
- Oncology: trust-led; content and reputation do the heavy lifting.
- Fertility / IVF: very considered, nurtured over weeks not days.

The planning rule

Set budgets by expected booked patients times their value, not by channel habit. Track your own cost per booked patient monthly and compare to your own trend first, the market second. Move money toward what books, starve what does not.