



4/30 Update: On the resilience of demand for Cosmetic Surgery

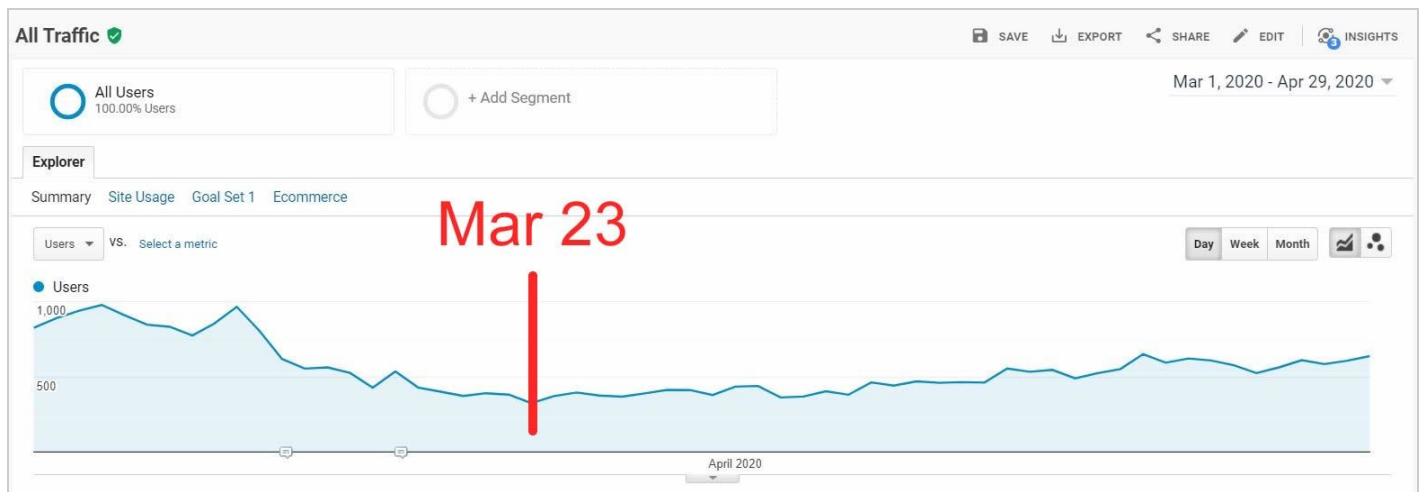
Rebounding Demand Across All Markets

We continue to see strengthening traffic and conversion numbers across the US. This is true even in markets maintaining strict social distancing. When we wrote earlier in April, several markets were near the bottom of their particular traffic curve. Since that time traffic has increased across clients in all markets, as have requests for consults.

This is not to say things are back to normal, but you can and should feel hope: it is clear people are researching and planning for cosmetic procedures.

In the examples below, the red line is the date that each site hit a traffic low point. For many, it was a multi-year low for this time period. Even at that low point goal completions occurred. Since then, each of these practices is seeing a +30% or better increase in traffic and inquiries.

West Coast, Large Market

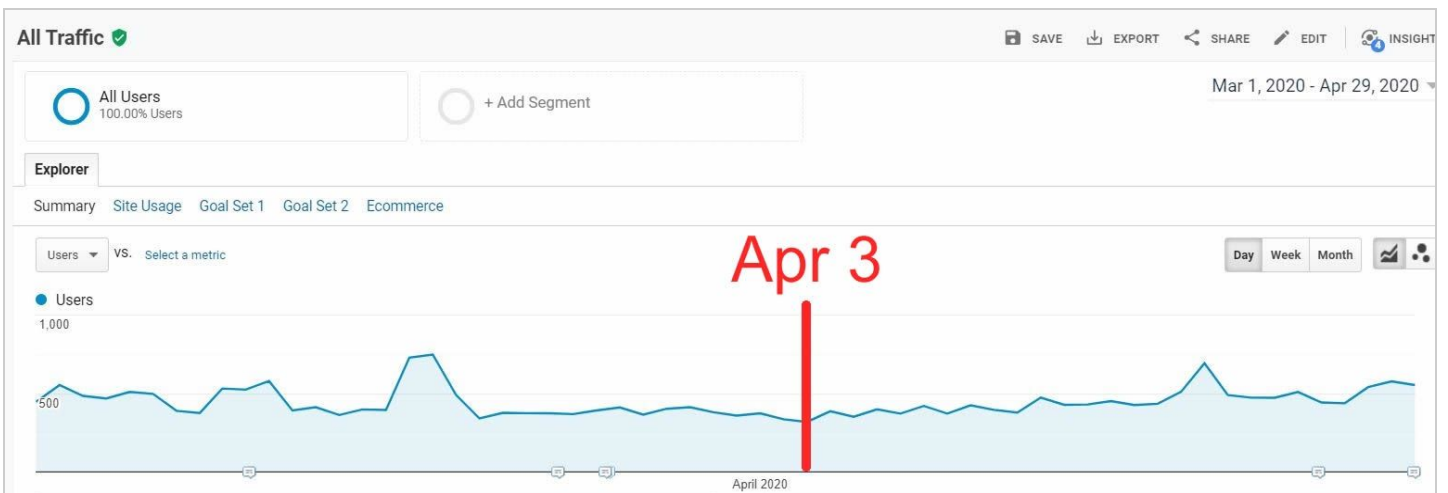




East Coast, Large Market



Central US, Medium Market





Paid Ads including Google Search Ads: the time is now

If you are foresee returning to practice within two weeks and you normally run Google Ads, the time to restart has arrived. Per-click costs are somewhat soft right now and this makes it an excellent time to run ads. People will also be forming new habits as they come out of multi-week quarantines; it's a good idea to make sure your practice is in front of them.

Though every campaign is different, we are running Ad Groups where our cost per lead is lower than expected. This is happening because fewer competitors are advertising, but a portion of your audience is thinking about spending on elective procedures when they again become available.

Excellent Reads

List of good reading, web:

- [COVID-19—A Reminder to Reason](#) opinion piece in the NEJM
- [On spending \\$35 million to lose an additional \\$20 million](#)
- [List of the 30 best board games for quarantine](#)

List of good reading, books:

- [The Intelligent Investor](#) by Benjamin Graham, Jason Zweig commentary edition. Benjamin Graham was Warren Buffet's teacher and in this book Jason Zweig adds modern commentary on minimizing risk, maximizing profit, and avoiding panic.
- [The Gastronomical Me](#) by MFK Fisher. Her succinct yet deeply evocative writing is transporting. The recurring theme of "sea change" is particularly interesting in these times.
- [A Calendar of Wisdom](#) by Leo Tolstoy. Would you believe us if we told you that Tolstoy thought his most important book was a daily calendar with one page entries, designed to pass wisdom to future generations? It is excellent.