

COOL AI Drives Superior Results For Long-Standing Customer

Ethos Veterinary Health

the **COOL** company

Overview

Ethos Veterinary Health, part of the National Veterinary Association, is a long-standing client of The COOL Company and operates more than 140 locations across 20+ states. Ethos set out to uncover if AI could materially outperform campaigns that had already been high performing over years of manual optimization.

To find out, COOL ran a controlled, head-to-head comparison. Rather than replacing their existing approach, COOL AI was layered into active campaigns, allowing performance to be measured directly against human-driven execution.

We operate as a network of specialized agents, each automating and optimizing critical stages of the performance lifecycle, from ad creation to media activation and measurement & attribution.

AI at Scale

8,600+

AI tuning action (2 weeks)

573

Optimizations per day

25

Optimizations per hour

1,000s of decisions no human team could realistically make

Strategy

Traditional Approach

Campaign management operates in cycles. Teams analyze, prioritize, and make periodic updates, often focusing only on the largest changes worth the effort. It's slower and selective.



COOL^{AI}



A continuous system, one that connects creative, media, and measurement into a single stream of intelligence and always-on optimization loop.

Speed is key.

i KEY OPTIMIZATIONS

Instead of waiting days or weeks to adjust campaigns, the system began learning and optimizing in real time, making thousands of small, incremental decisions that compound over time to drive material performance gains.



Continuous optimization across creatives, bids, budgets, & targeting



Real-time keyword refinement and negative keyword pruning



Dynamic budget allocation toward highest-performing segments



Ongoing creative rotation and performance-based adjustments



Dayparting and geo-level optimization based on live signals

Within days, the campaign shifted from manual management to a system of constant adaptation, operating at a scale no human team could replicate. The shift also brought a new level of visibility and control with AI agents making adjustments made across 10+ categories—ultimately driving superior results.



Week 1

5,033 Changes

- Creative library
- Geo rules
- Early negatives



Week 2

2,024 Changes

- Keyword pruning
- Target-CPA convergence
- Budget reallocation
- Clean window close



Week 3

1,613 Changes

- Daypart rollout
- Campaign negatives
- Ongoing budget tuning

Results

COOL AI outperformed years of legacy campaign optimization across every major metric. Lead volume surged, efficiency improved, while quality and engagement strengthened, with longer call durations, higher authenticity rates and better outcomes.

Performance Gains

+267% ↑

Phone leads

+289% ↑

Booked appointments

2.6x

Geographic reach

26% ↓

Lower CPA

AI out-bid baselines on lower spend per click

Quality & Engagement Insights

99.5%

Call authenticity
vs 92.7% baseline

+10% ↑

Average call duration

51% ↓

Fewer sub-10 sec. calls
indicating higher-quality engagement

94%

Conversions generated from mobile

Contact us today at sales@cool.co to get started.