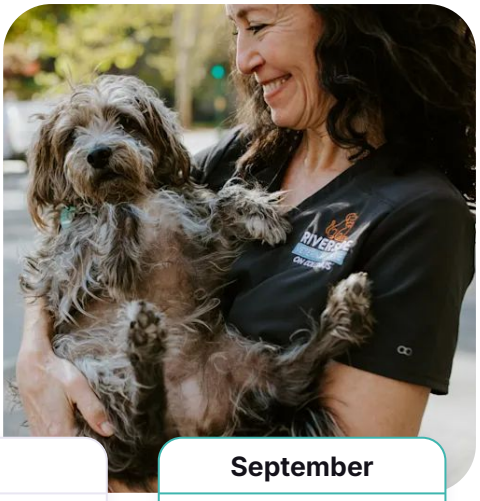
NVA + the COOL company

NVA Drives 59% More Conversions & 41% Lower Cost Per Call with COOL AI

Overview

National Veterinary Associates (NVA) wanted to improve advertising performance across three distinct businesses: emergency and specialty hospitals, general practice, and pet resorts.

NVA leveraged COOL AI to determine whether continuous AI optimization could respond to those differences in real time, making smarter decisions across audiences, search terms, bids, budgets, geography, and timing to drive stronger performance at every location. The rollout started with three locations in May, expanding to more than 470 by September, turning a small pilot into AI-powered optimization at scale.



From AI Adoption to AI Impact

A three-location pilot grew to 470+ locations in just four months.

May	June	September
3	29	470+
NVA locations	NVA locations	NVA locations

Strategy

Thousands of AI Decisions Made Continuously Across Every Market.

One decision every 12 seconds.

Turning live campaign signals into action at a speed no human team could manually replicate.

132,682
Total AI Optimizations

50,966
Optimization in a Single Week

247,249
Distinct Search Queries Analyzed

Up to 90
Geographic Targets Per Location

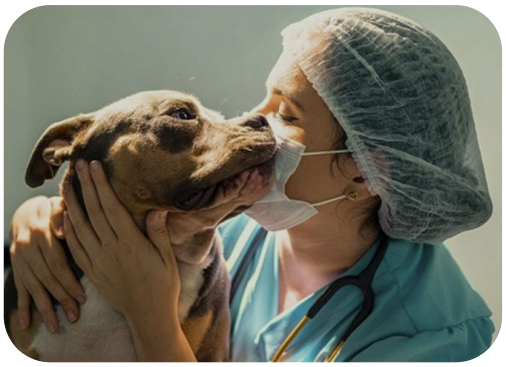
Managing hundreds of local campaigns requires more than a single optimization playbook. What works for an emergency hospital at 9 p.m. is completely different from what drives demand for a general practice or pet resort in another market.

COOL AI continuously learned from performance across business and markets, using live intelligence to make 132,582 interconnected optimizations.

How COOL AI Optimized

No single optimization drove the result. Thousands of decisions did.

By continuously learning from campaign performance, COOL AI turned shared intelligence into action: adjusting bids, refining audiences, optimizing geography and timing, and evolving search terms based on signals across hundreds of local markets.



KEY OPTIMIZATIONS

- **Analyzed 247,249 search queries** to identify changing customer intent and demand
- **Refined audiences and search terms** based on what was driving results
- **Adjusted bids and budgets** shifting toward stronger- performing opportunities
- **Optimized geography** across as many as 90 targets per location
- **Adapted campaign timing** to when customers were actually searching and converting

Results

More Customers. Lower Costs. Stronger Performance.

Across NVA's emergency and specialty hospitals, COOL AI helped generate more customer demand while lowering acquisition costs across Search and Social. And as the results proved out, NVA scaled COOL AI from a three-location test to 470+ locations in just four months.

Search

+51% ↑
Increase in Daily Calls

+59% ↑
More Call Conversions

41% ↓
Lower Cost Per Call vs Benchmark

Social

2.27x
Click-Through Rate

55% ↓
Lower CPC

KEY TAKEAWAY

Optimize continuously. Drive more demand at lower cost.

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

the COOL company