

PART 3

CASE STUDY

Performance Marketing

Performance Report & Case Study

Exercise 4.7

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Agenda

The client

To break through

The solutions

The results



The Client

A traditional primary care hospital network, One Health, has launched a digital health app to serve its patients' digital health needs.

They are eager to raise awareness of this digital initiative, refresh the brand image, and expand their customer base.



To Break Through

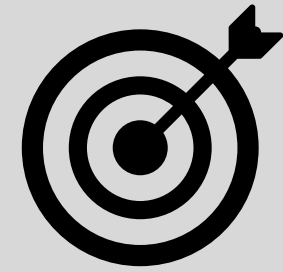
To start performance marketing campaigns, the client is unfamiliar and is conducting them strategically

Want to target tech-savvy, high-earning female professionals in their 40s.

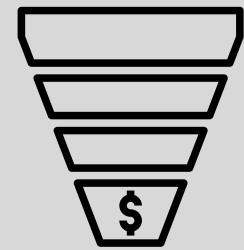
The budget is low, which prevents the client from starting at a beginner's pace with limited resources.



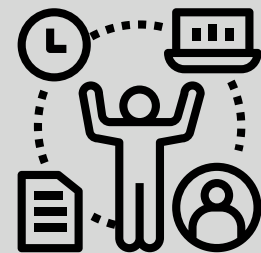
The Solutions



Targeting and messaging to precisely represent the buyer persona



Strategy that incorporates both conversion and full funnel approaches




Campaign management throughout the complete process



Precise cost reporting to increase budget allocation and achieve higher results

Precise Messaging & Targeting



Marnie
42 years old | IT Manager
New York

"I'm starting to feel old."

ABOUT

Marnie works 10 to 14 hours per day as an IT manager for a fast-paced tech company in Manhattan. She often works on 5 to 6 hours of sleep per night and doesn't eat regular meals. She knows her lifestyle isn't sustainable but so far hasn't done anything to change it.

LIKES

- Fast-paced lifestyle
- Achieving goals
- Anything related to tech

DISLIKES

- Exercising
- Getting health check-ups
- Feeling weak

Interests:

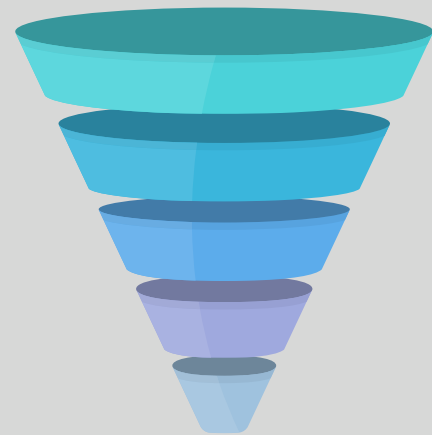
- Healthy eating
- Sleep apnea
- Goal setting
- Preventive care
- Meditation
- Exercise

Behaviors:

- Visited health and wellness websites
- Read articles about healthy eating and sleep apnea
- Searched for healthy recipes
- Purchased fitness trackers or other wearable devices
- Downloaded meditation apps

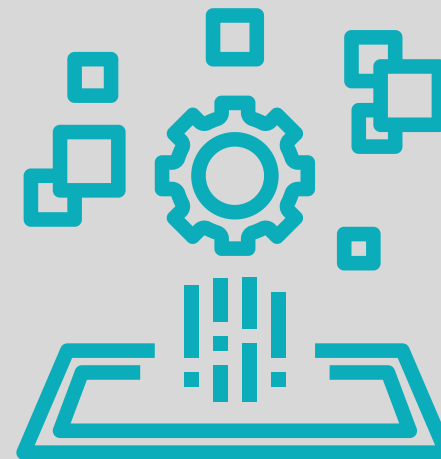
Full funnel ad Campaigns

Funnel & Budget



- Awareness 3000\$
- Consideration 2000\$
- Conversion 3600\$ budget.

Platform



- Paid social Facebook & Instagram.
- Paid Google search.
- Paid social & search & display.

KPI

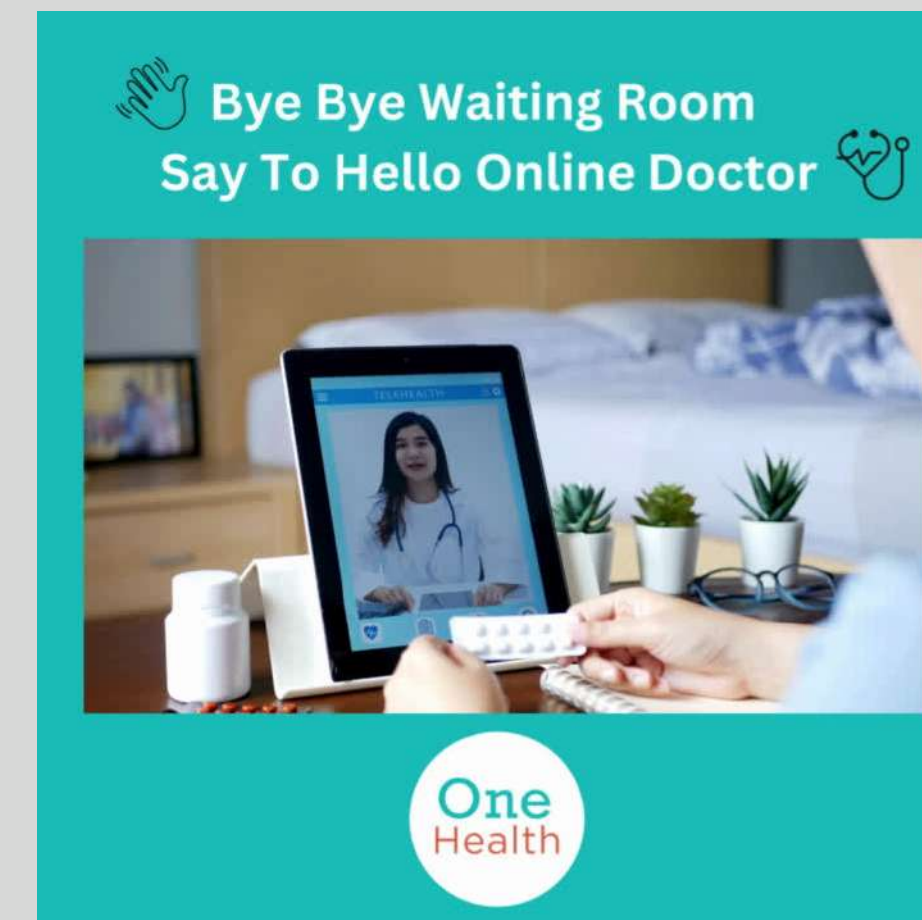
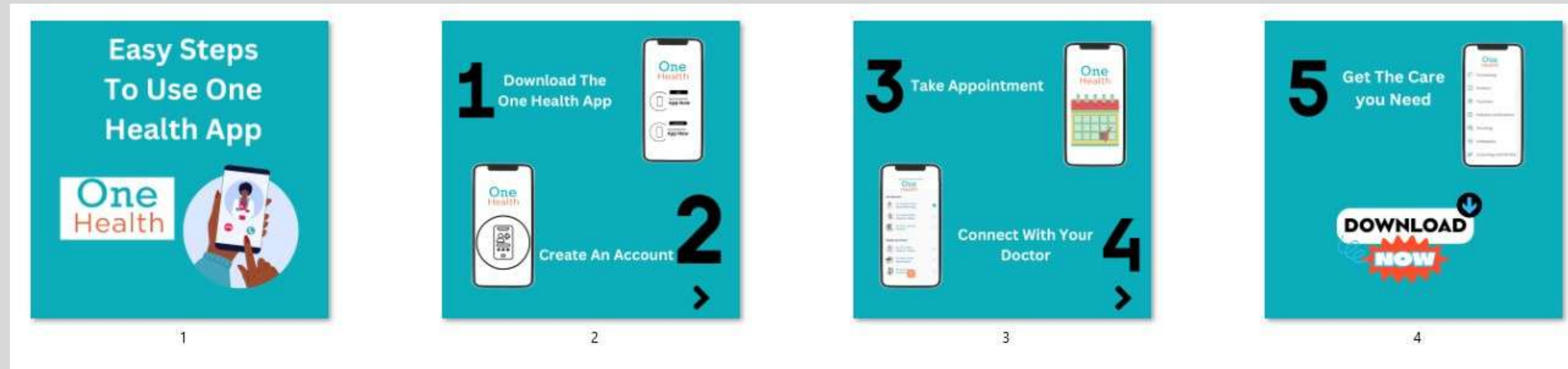


120 new subscribers within 30days.

Full process campaign management



Full process campaign management



Examples of creative design

The Results

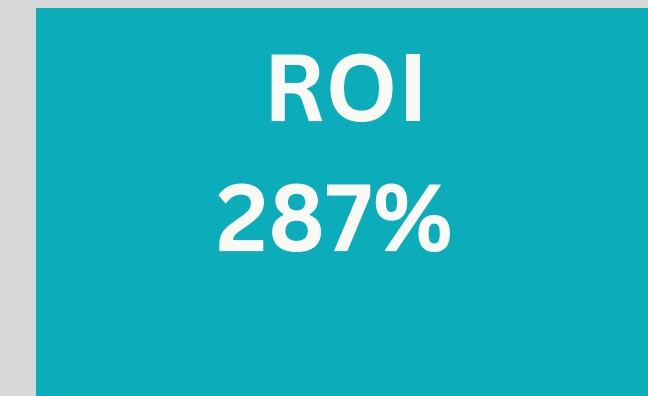
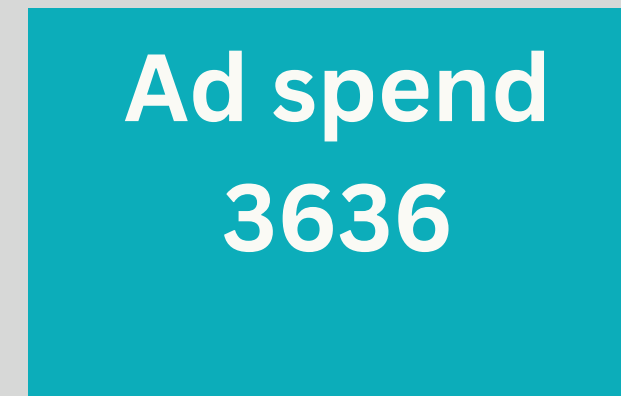
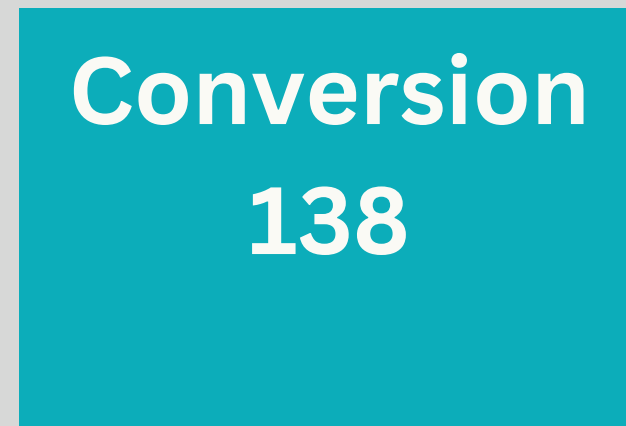
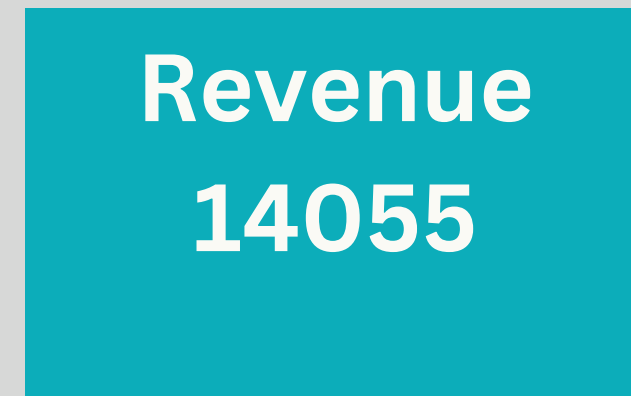
Overview of Key Metrics

Channels	Ad spend	CTR	Conversion	Conversion rate	ROI
Facebook	2497.90	0.60%	88	3.52%	263.9%
Google	1138.11	0.50%	50	2.57%	336.24%

Facebook Ad spend	Facebook ROAS	Google Ad spend	Google ROAS	Total Ad spend	Total ROAS
2497.9	6592.1	1138.11	3826.89	3636.01	10418.99

Overview of Key Metrics

#What was our plan to gain 120 new subscribers across all channels, with a budget of 3,600 dollars?



#What was the total sales as a result of Facebook and Google platforms utilizing 70% of the budget, with allocation of 30% to each?

Facebook Ad
63%



Google Ad
74%



Pitch for Optimizations

Highlights of AB Tests

Funnel	Platform	Media	Keyword
Awareness stage	40% of the budget is allocated to Instagram and 60% to Facebook.	Carousel on Instagram Video Facebook	
Consideration stage	A significant portion of the budget is allocated to Google search and YouTube, with 40% for these two online resources.		Search: Online doctor YouTube: virtual doctor near me
Conversion stage	50% budget for Facebook retargeting, 50% for Google display	Facebook retargeting through video.	24/7 doctor online for google display

Recommendations

- Focus on its most profitable customers. One Health can use its customer data to identify its most profitable customers and target them with more personalized and relevant ads.
- Use retargeting campaigns. Retargeting campaigns allow One Health to show ads to people who have already visited its website or interacted with its brand on social media.
- Offer incentives. One Health can offer incentives, such as discounts to encourage people to convert.
- Make it easy for people to convert. One Health should make sure that its App is easy to navigate and that its checkout process is simple

Thank You