Hello Everyone.

I'm Abhishek Patel

Digital Marketer →

Healthcare Technology Lead Generation

Objective

The primary goal was lead generation for a newly launched healthcare technology product that delivered instant results for multiple blood tests. This innovative product aimed to reduce the typical 2-3 day waiting period for test results, making it a high-value proposition for pathology labs and doctors.

Industry/Niche

Healthcare Technology

Target Audience

We targeted doctors, OBGYN specialists, and decision-makers in pathology labs. These professionals were particularly interested in the efficiency and time-saving benefits of the product, which provided rapid diagnostics.

Ad Creatives

The campaign employed a combination of image ads and carousel ads. The visuals highlighted the product's key features—speed of results and accuracy—positioning it as a game-changer for medical professionals in diagnostics and patient care.

Performance Metrics

The campaign achieved 128 leads with a reach of 8,954 and 18,075 impressions, generating high engagement from individuals planning retirement investments. The cost per lead was ₹58.63, and the total spend amounted to ₹7,505.17 over a 15-day period.

BUDGET	₹500 per day
DURATION	30 days
RESULTS	367 leads
REACH	21,566

IMPRESSIONS	46,066
COST PER LEAD	₹38.99
TOTAL SPEND	₹14,308.44

Challenges & Solutions

The challenge was promoting a high-ticket healthcare product in a competitive market. Our solution was to target private doctors and lab owners who could immediately see the benefits of faster diagnostics for their patients. By focusing on the time-saving aspect and the product's innovation, we attracted high-quality leads who were genuinely interested in the product's capabilities.

Tools & Techniques

We used Facebook's lookalike audience feature to expand our reach to medical professionals who were likely to be interested in cutting-edge diagnostics tools. Additionally, Facebook Pixel helped in tracking user behavior, allowing for precise ad optimization throughout the campaign. A/B testing of creatives and copy helped us identify which messaging resonated best with the healthcare audience, allowing us to further refine our targeting.

Thank You

I appreciate your time and interest.

Let's create something amazing together!

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