

Health and Wellness Case Study

SAVE TIME AND ACHIEVE HIGHER RETURN ON AD SPEND (ROAS) BY TRUSTING TC ADVERTISING SELECT TO RUN YOUR CHIROPRACTIC CAMPAIGNS.

CONTEXT



CAMPAIGN LENGTH

Four months



GEOGRAPHY

East coast U.S.



INVESTMENT

100,000



SOLUTIONS

Social, Performance MAX, SEM, Display, Device ID, and Streaming TV

OBJECTIVE

This client, a chiropractic clinic, specializing in personal injury treatment, was looking to gain more awareness and increase the amount of leads coming in.

RESULTS

724

New leads

37.4k

Total Clicks

\$50

Cost per lead (started at \$231)

400

Leads in last month of campaign

STRATEGY & SOLUTIONS

STRATEGY

Our goal was not only to increase leads, but to decrease their cost per lead significantly.

PRODUCT SELECTION

- Streaming TV was used to broaden the audience reach and increase brand awareness for the clinic.
- Display advertising and social media were utilized to target potential qualified individuals in the top in middle of the sales funnel.
- To maintain user engagement and prevent creative fatigue, we recommended that the visuals should be updated regularly on Social and Streaming TV.
- A full-funnel approach ensured the brand was present at every stage of the customer journey, from initial awareness to final conversion.

