



HEALTHCARE

# GROWING THE REACH OF THIS WEIGHT LOSS CENTER



**MULTIPLE CITIES, IN & NC**



## GOAL

- This client was looking to reach people who were looking for a non-invasive, FDA approved weight loss solution
- The goal of the campaign was to drive awareness of their unique product.

## CHALLENGES

- This campaign presented major challenges due to the fact that the product being pushed wasn't available through ecommerce.
- The other issue with this awareness campaign was that this weight loss solution was mostly only offered by specific dentists' offices.



## RESULTS

- This campaign began as a single location campaign and later expanded to 4 locations due to the success of the initial location's campaign.
- Because of the awareness driven by the campaign, a B2B solution discussion was put into the works to help dentists become aware of the product and help our client provide it to them to offer at their locations.
- This campaign served over 2.5 million impressions, which resulted in nearly 4,000 clicks and 417 conversions on the website.

# 2.5 M

LEADS GENERATED

# 4,000

CLICKS

# 417

CONVERSIONS

