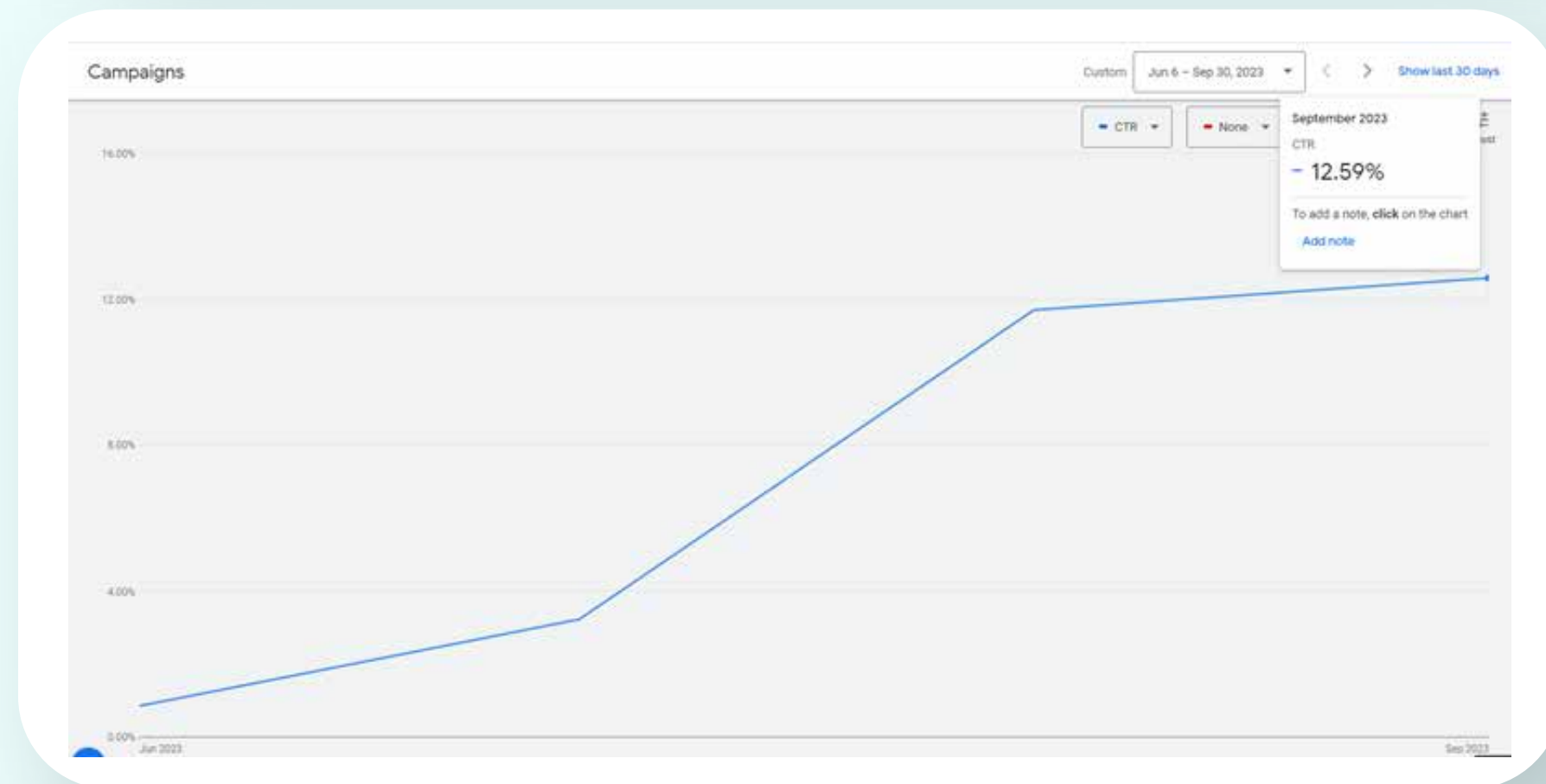
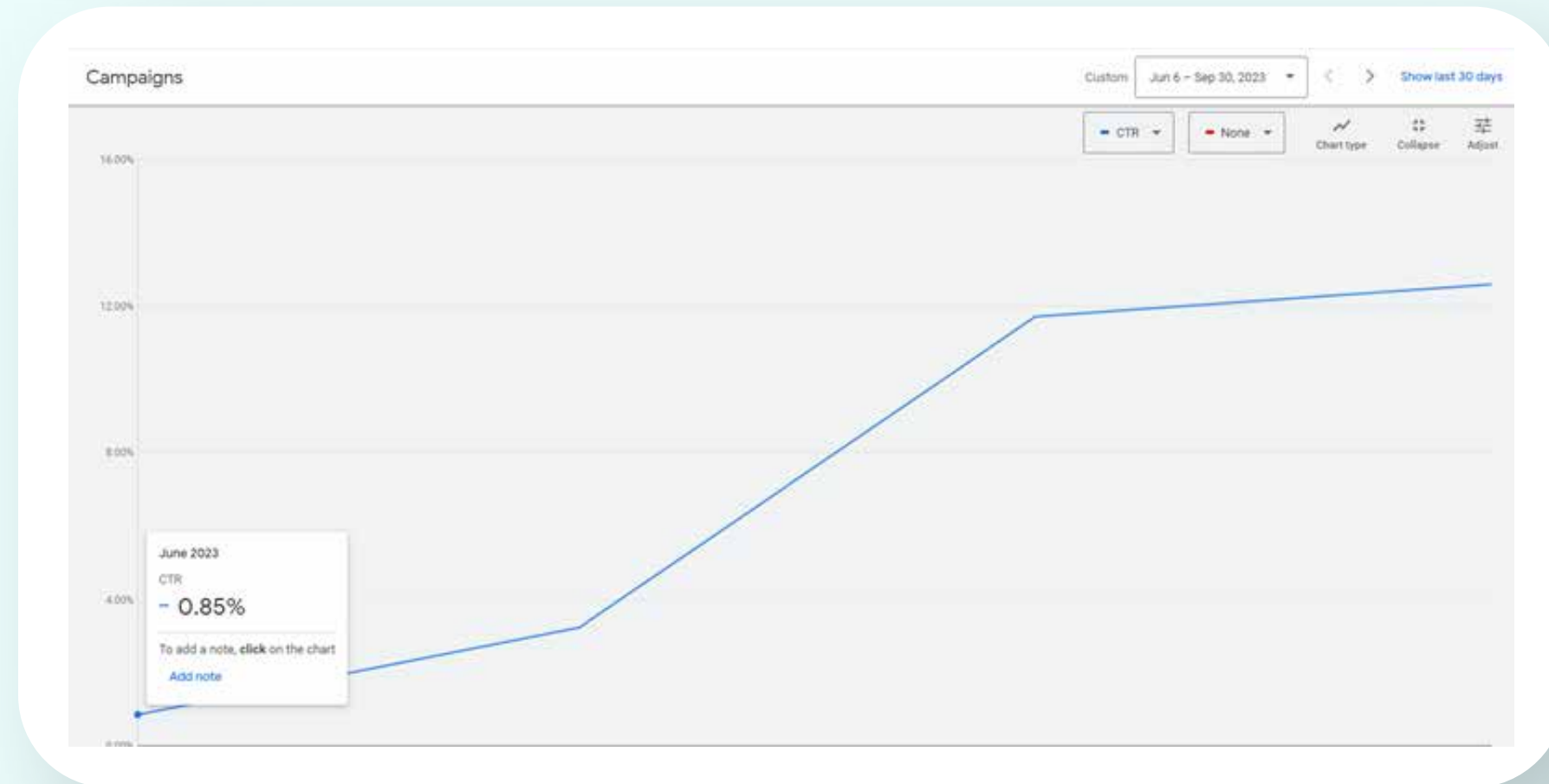


Case Study:

Amar Oncology's Remarkable
CTR Surge (1,382.35%) with
ADgyani





Challenge:

Amar Oncology, a leading healthcare service provider, approached ADgyani with the challenge of optimizing their digital presence and improving the effectiveness of their online advertising campaigns. Their Click-Through Rate (CTR) was languishing at 0.85%, and they were determined to enhance their digital marketing performance.

Strategy:

1. Data-Driven Audience Analysis:

Our first step was to understand Amar Oncology's target audience thoroughly. Through comprehensive data analysis, we pinpointed their demographic and psychographic characteristics, as well as their online behavior.

2. Creative Ad Design:

We revamped the ad texts to be more emotionally resonant, and aligned with the sensitive nature of oncology services. This was combined with persuasive ad copy that addressed patients' concerns and needs directly.

3. Keyword Optimization:

We conducted extensive keyword research and refined the selection to ensure ad placements were highly relevant. We utilized negative keywords to exclude unrelated searches, reducing ad spend wastage.

4. Geo-Targeting:

To focus the campaign on local patients and their families, we implemented precise geo-targeting, ensuring ads reached those most likely to seek Amar Oncology's services.

5. A/B Testing:

We initiated ongoing A/B testing to determine which ad variants and landing page designs were the most effective. This iterative approach allowed us to fine-tune campaigns for optimal results.



Results:

CTR Transformation:

In just 4 months, our strategies led to an extraordinary increase in CTR from a modest 0.85% to an impressive 12.59%. This represented a remarkable 1,382.35% surge in CTR.

Lead Generation Breakthrough:

The substantial CTR improvement translated into a massive increase in lead generation. The number of leads soared, bringing in an unprecedented influx of potential patients & inquiries.

Cost Efficiency:

Despite the dramatic increase in CTR and lead generation, our strategies maintained a focus on cost efficiency. We managed to improve Amar Oncology's online presence while also reducing the cost per lead.

Sustained Success:

The elevated CTR and lead generation figures were not short-lived. We continued to monitor and optimize campaigns, ensuring that the success achieved in the initial phase was maintained.

Conclusion:

The collaboration between Amar Oncology and ADgyani demonstrated the tremendous potential of data-driven digital marketing strategies. By optimizing ad creatives, refining targeting, and conducting extensive testing, we were able to achieve an astounding 1,382.35% increase in CTR. This case study underscores the profound impact that a well-executed digital marketing campaign can have on a healthcare service provider's growth and accessibility to patients in need.



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