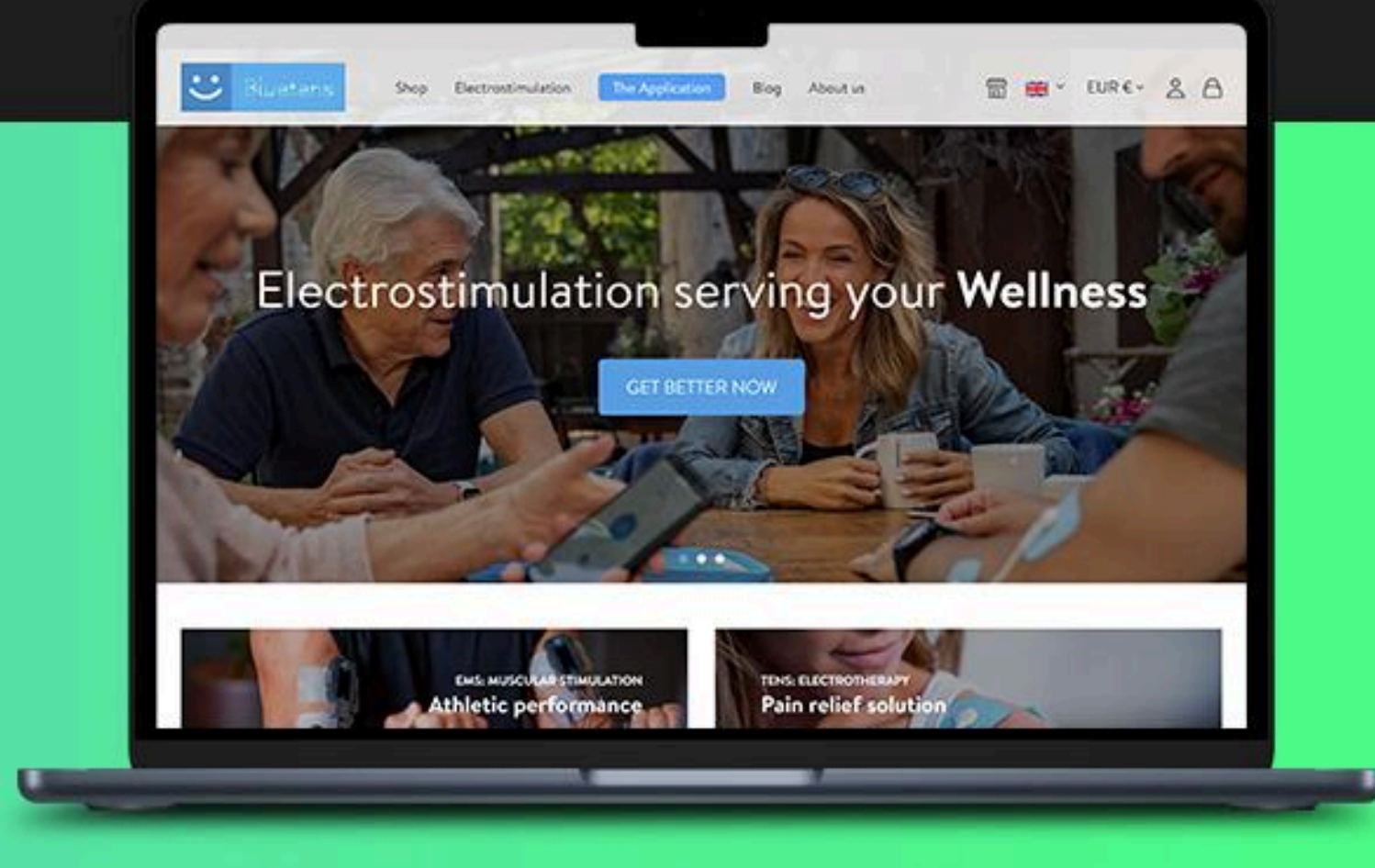


400%

ROAS

for a healthcare product



About the project

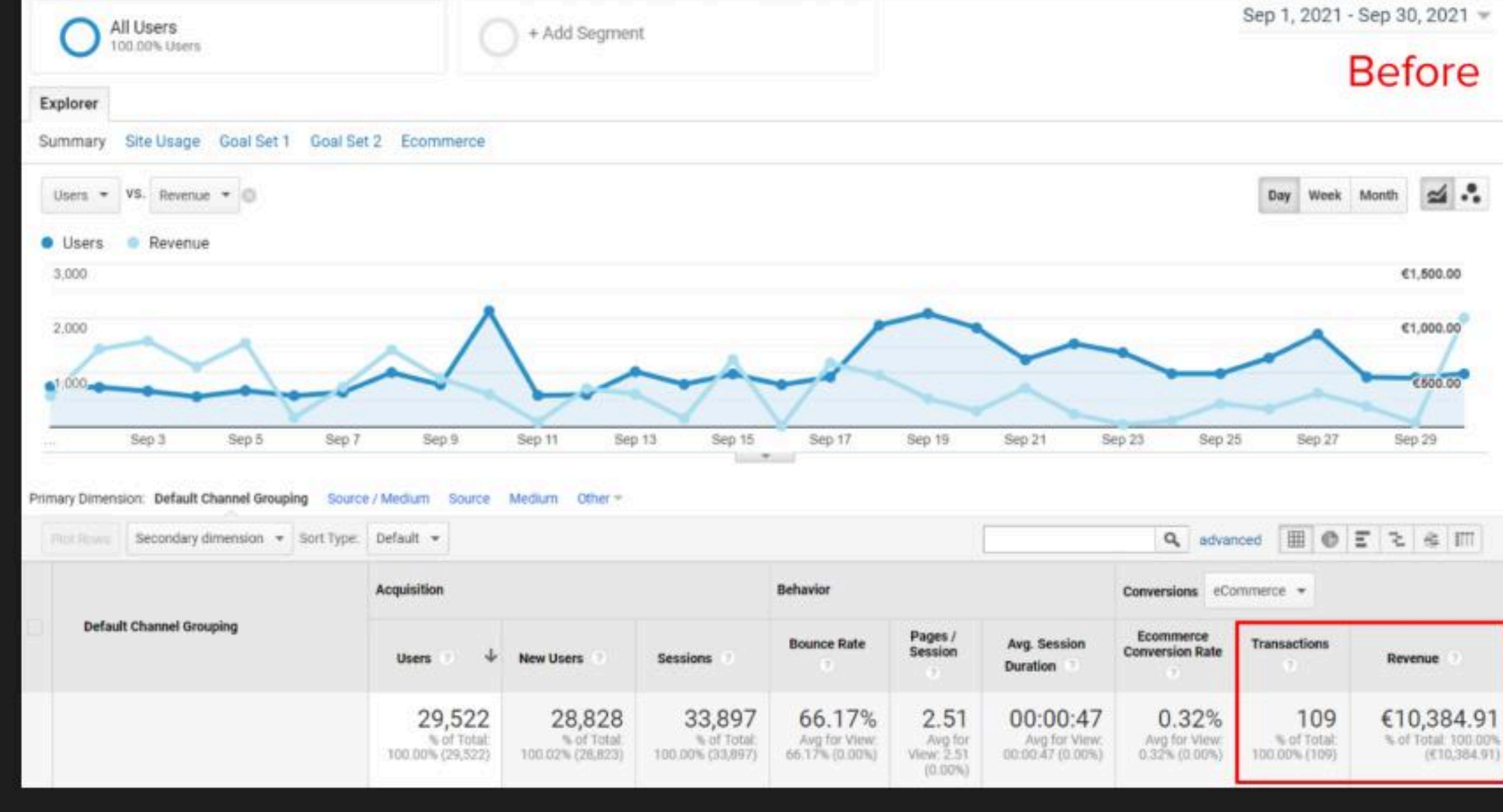
Electrostimulation

Europe

Shopify

Founded in Paris in 2015, the business merges expertise in medicine, sports, and technology to enhance everyday lives by democratizing advanced medical technologies. This initiative reflects the company’s commitment to making innovative health solutions accessible to a broader audience, thus fostering well-being and promoting health through technological advancement.

Monthly sales volume before



The goal

The primary goal for this project is to increase the transaction volume on the website while ensuring that the Return on Ad Spend (ROAS) remains above 2.



Approach

- Conducted a comprehensive technical audit, including Facebook Pixel, and Conversions API to assess the current situation;
 - Analyzed past campaigns to extract valuable insights from previous actions;
 - Developed a marketing strategy that encompassed all stages of the funnel;

- Fine-tuned Google Merchant Center and Meta Shop for optimization;
 - Launched diverse campaigns including sales, category-specific, and for varying product performance levels;

Results

- Increased the number of transactions, which resulted in a boost in revenue (€10, 384.91 vs €58,511.13);
- Improved brand recognition and awareness among the target audience, which increased brand loyalty and trust;
- Reduced the Cost per Click by 87%, which increased the efficiency of the advertising budget;
- Increased the ROMI and conversion rate, which led to an improvement in the overall profitability of the business.

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