

STAVYA SPINE HOSPITAL

PERFORMANCE MARKETING CASE STUDY

OBJECTIVE

To raise brand awareness, drive website traffic, and generate appointment bookings for spine treatments.

OVERVIEW

The campaign utilized Meta (Facebook & Instagram) and Google Ads targeting individuals aged 24-65+ in Ahmedabad with interests in spinal health and physical fitness.

AUDIENCE TARGETING

AGE GROUP

24-65+
years old

LOCATION

Ahmedabad

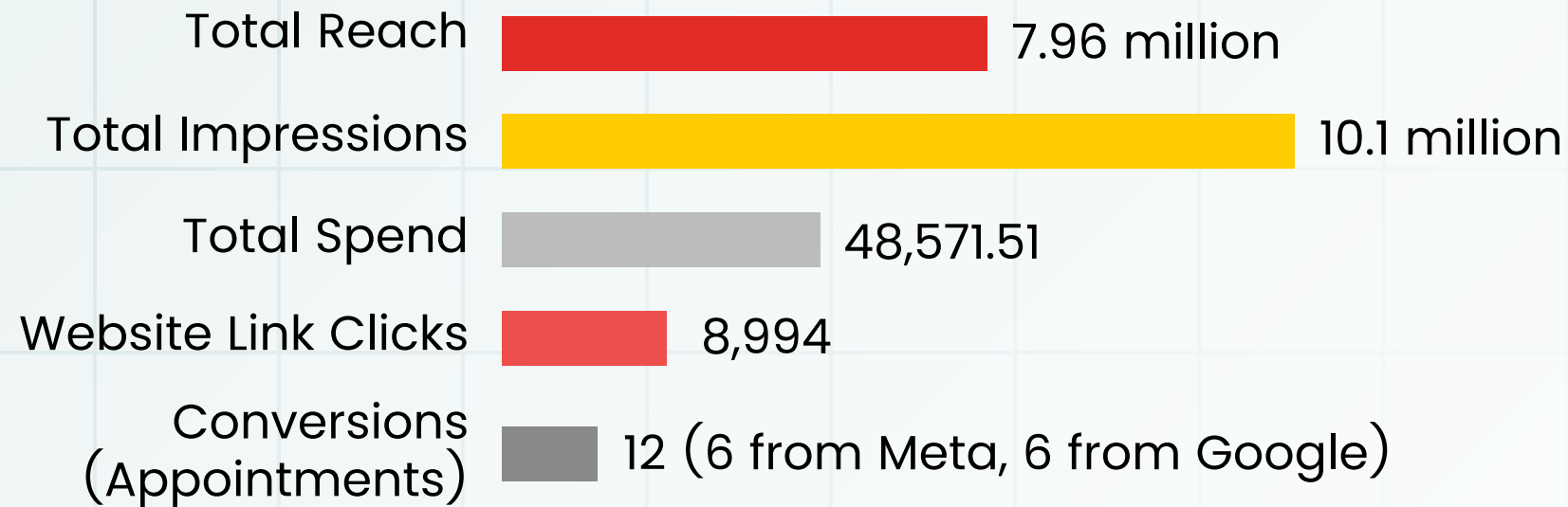
INTERESTS

Spinal health,
physical exercise,
physical fitness

PERFORMANCE HIGHLIGHTS

Ads									
Columns: Performance ... Breakdown Reports Export									
Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000 impressions)	
548,762 Reach	548,762	1.35	₹2.45 Per 1,000 people reach...	Using ad set bud...	₹1,345.62	16 Oct 2024	740,989	₹1.82	
Website schedule	97,699	1.32	— Per website schedule	Using ad set bud...	₹3,539.18	20 Oct 2024	129,218	₹27.39	
Website schedule	104,681	2.42	₹1,854.78 Per website schedule	Using ad set bud...	₹11,128.69	20 Oct 2024	252,902	₹44.00	
Link Clicks	253,201	2.06	₹0.66 Per link click	Using ad set bud...	₹5,897.24	19 Oct 2024	521,034	₹11.32	
Instagram profile visits	340,400	1.78	₹1.11 Cost per Instagram pr...	Using ad set bud...	₹4,387.86	1 Oct 2024	605,605	₹7.25	
Reach	3,210,423	2.81	₹5.51 Per 1,000 people reach...	Using ad set bud...	₹17,686.40	10 Oct 2024	9,011,689	₹1.96	
Follow or like	—	—	— Per follow or like	₹100.00 Daily	₹0.00	1 Jul 2021	—	—	
Multiple conversions	3,948,416	2.85	— Multiple conversions	Accounts Centre aco...	₹43,984.99 Total Spent		11,261,437 Total	₹3.91 Per 1,000 Impressions	

Ads								
Columns: Performance ... Breakdown Reports Export								
Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)	CTR (all)	CPC (all)	
740,989	₹1.82	—	—	—	496	0.07%	₹2.71	
129,218	₹27.39	925	₹3.83	0.72%	2,700	2.09%	₹1.31	
252,902	₹44.00	1,765	₹6.31	0.70%	3,936	1.56%	₹2.83	
521,034	₹11.32	8,994	₹0.66	1.73%	13,010	2.50%	₹0.45	
605,605	₹7.25	3,947	₹1.11	0.65%	4,016	0.66%	₹1.09	
9,011,689	₹1.96	3,601	₹4.91	0.04%	8,573	0.10%	₹2.06	
—	—	—	—	—	—	—	—	
11,261,437 Total	₹3.91 Per 1,000 Impressions	19,232 Total	₹2.29 Per Action	0.17% Per Impressions	32,731 Total	0.29% Per Impressions	₹1.34 Per Click	



AD SET **INSIGHTS**

Ad Performance

7.9 MILLION

Reached people at
₹ 1.85 – 2.15 per result

3,962

Profile Visits

1.29

Cost per Result

8,994

clicks at
₹ 0.70 per click

12

Appointment
Bookings

925

Link clicks at
₹ 3.07 per click

SUMMARY

The campaign successfully increased brand awareness and drove traffic, with Instagram Reels and retargeting performing especially well. A focus on optimizing conversion campaigns can further improve appointment bookings.