

STAVYA'S OPEN MRI CAMPAIGN **PERFORMANCE MARKETING CASE STUDY**

OBJECTIVE

To increase awareness and drive appointments for this speciality spine hospital's new Open MRI service, targeting audiences in Gujarat, Rajasthan, and Maharashtra.

OVERVIEW

The campaign utilized Meta (Facebook & Instagram) and Google Ads to execute various awareness, traffic, and conversion campaigns. The goal was to educate the audience about the benefits of Open MRI, engage potential patients, and convert them into booked appointments.

TOP-PERFORMING LOCATIONS

Ahmedabad: 106 conversions, INR 167.03 per conversion

Rajasthan: 40 conversions, INR 86.9 per conversion

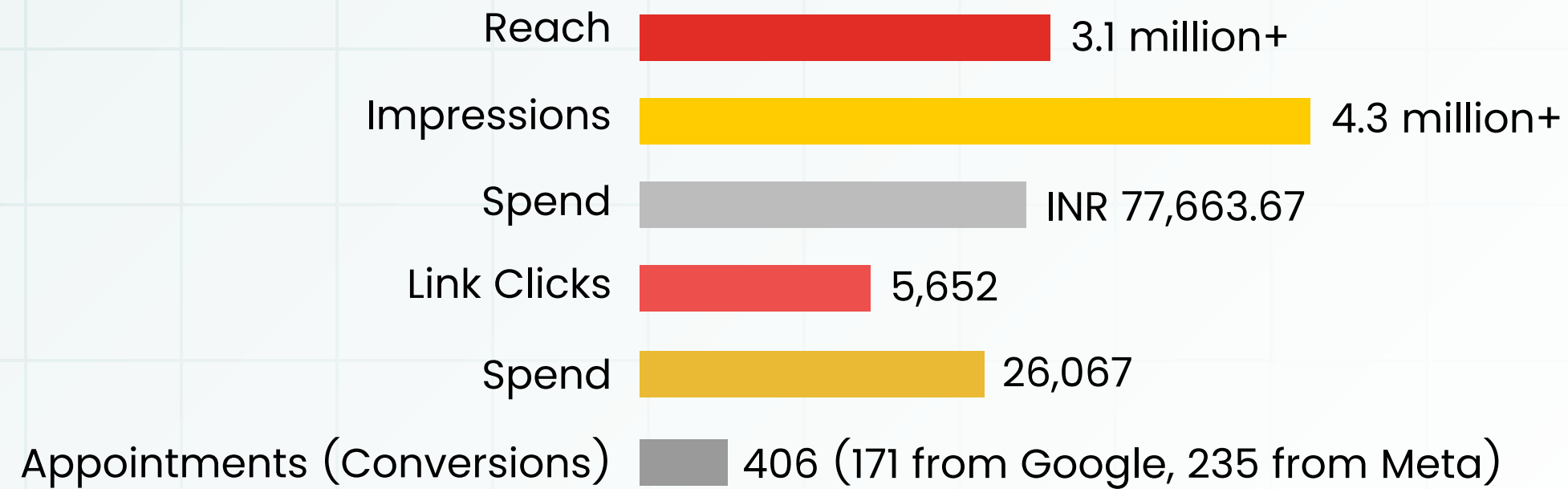
Maharashtra: 25 conversions, INR 326.44 per conversion



PERFORMANCE HIGHLIGHTS

Ad set name	Reach	Impressions	Results	Cost per result	Link clicks	CPC (cost per	Amount spent
All	163,340	414,606	186 Website schedule	₹243.98 Website schedule	7,260	₹6.25	₹45,379.58
Stavya Open MRI Conversion Ad Set (Raj)	59,517	133,915	56 Website schedule	₹270.03 Website schedule	2,652	₹5.70	₹15,121.91
Stavya Open MRI Conversion Ad Set (AHM)	57,353	155,656	69 Website schedule	₹219.14 Website schedule	2,627	₹5.76	₹15,120.51
Stavya Open MRI Conversion Ad Set (MAH)	53,924	125,035	61 Website schedule	₹248.15 Website schedule	1,981	₹7.64	₹15,137.16
	163,340 Accounts Centr...	414,606 Total	186 Website schedule	₹243.98 Website schedule	7,260 Total	₹6.25 Per Action	₹45,379.58 Total Spent

Campaign name	Ad set name	Reach	Impressions	Results	Cost per result	Link clicks
Stavya Open MRI Web Traffic Campaign	All	70,044	128,341	1,123 Landing page views	₹1.74 Landing page views	2,575
	Stavya Open MRI Web Traffic Ad (All)	70,044	128,341	1,123 Landing page views	₹1.74 Landing page views	2,575
Stavya Open MRI Awareness Campaign (MAH)	All	357,703	417,122	357,703 Reach	₹2.10 Per 1,000 people reached	13
	Stavya Open MRI Awareness Ad Set (Carousel - MAH)	108,084	109,762	108,084 Reach	₹1.93 Per 1,000 people reached	13
	Stavya Open MRI Awareness Ad Set 1	106,458	107,780	106,458 Reach	₹1.71 Per 1,000 people reached	—
	Stavya Open MRI Awareness Ad Set 3	99,031	100,030	99,031 Reach	₹1.83 Per 1,000 people reached	—
	Stavya Open MRI Awareness Ad Set 2	99,470	99,550	99,470 Reach	₹1.81 Per 1,000 people reached	—
	Stavya Open MRI Awareness Ad Set 4	99,783	99,860	99,783 Reach	₹1.81 Per 1,000 people reached	—
Stavya Open MRI Awareness Campaign (RAJ)	All	366,521	447,705	366,521 Reach	₹2.04 Per 1,000 people reached	33
	Stavya Open MRI Rajasthan Awareness Ad Set (Carousel)	127,312	128,684	127,312 Reach	₹1.62 Per 1,000 people reached	33
	Stavya Open MRI Rajasthan Awareness Ad Set 1	108,957	110,932	108,957 Reach	₹1.68 Per 1,000 people reached	—
	Stavya Open MRI Rajasthan Awareness Ad Set 3	106,707	106,707	106,707 Reach	₹1.89 Per 1,000 people reached	—
	Stavya Open MRI Rajasthan Awareness Ad Set 2	99,448	101,382	99,448 Reach	₹1.81 Per 1,000 people reached	—
	Stavya Open MRI Rajasthan Awareness Ad Set 4	99,816	100,000	99,816 Reach	₹1.81 Per 1,000 people reached	—
Stavya Open MRI Awareness Campaign (AHM)	All	332,253	417,943	332,253 Reach	₹2.21 Per 1,000 people reached	22
	Stavya Open MRI Awareness Ad Set (Carousel - AHM)	110,148	111,877	110,148 Reach	₹1.89 Per 1,000 people reached	22
	Stavya Open MRI Awareness Ad Set 1	110,148	111,877	110,148 Reach	₹1.89 Per 1,000 people reached	22
Total results		1,090,640 Accounts Centre accounts	1,411,111 Total	— Multiple conversions	— Multiple conversions	2,643 Total



AD SET INSIGHTS

Awareness Campaigns

Focused on reaching a broader audience to introduce the Open MRI service.

Platforms: Meta Ads

Top Results

2.03 MILLION

Reach

₹1.5 – 2.21

Cost per 1,000
People Reached

Web Traffic Campaign

Aimed at driving traffic to the hospital's website for detailed service information.

Metrics

2,575

Total Clicks

₹0.76

Cost per Click

₹1,952

Total Spend

Conversion Campaigns

Designed to secure Open MRI appointments via Meta and Google.

235

Total Conversions

₹243

Average Cost
per Appointment

Google Ads Campaigns

171

Total Conversions

₹178

Average Cost
per Appointment

SUMMARY

This specialty spine hospital's Open MRI Campaign achieved substantial reach and engagement, effectively driving 406 confirmed appointments. Awareness campaigns were cost-effective in reaching millions, while conversion campaigns ensured tangible results. Moving forward, focusing on high-performing regions like Ahmedabad and Rajasthan can further improve campaign efficiency and outcomes.