

STAVYA SPINE HOSPITAL **PERFORMANCE MARKETING CASE STUDY**

OBJECTIVE

To promote Stavya Spine Hospital's Outreach OPD services across various locations in Gujarat, encouraging patients to book appointments and access specialized spine care.

OVERVIEW

The campaign utilized Facebook Ads to target individuals in Surendranagar, Bhavnagar, Memnagar, Mehsana, and Motera. It aimed to increase call confirmations and link clicks, driving awareness and engagement for OPD services.

AUDIENCE TARGETING

AGE GROUP

24-65+ years old

LOCATION

Ahmedabad

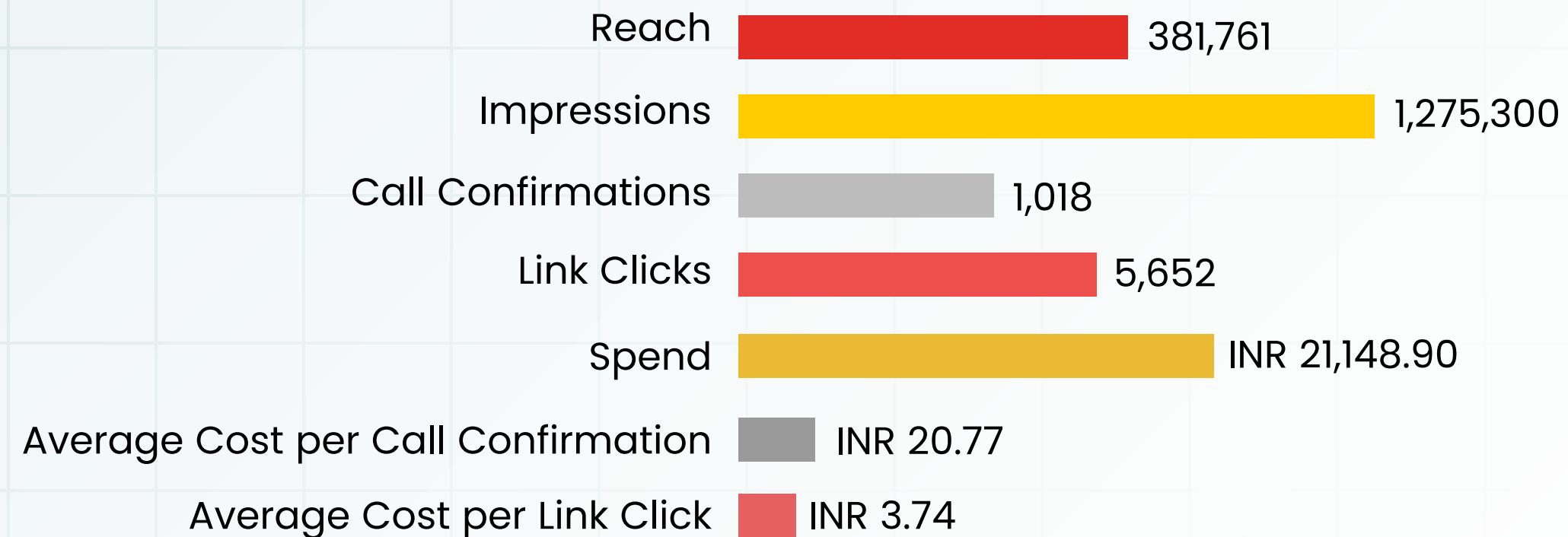
INTERESTS

Spinal health, physical exercise, physical fitness

PERFORMANCE HIGHLIGHTS

Ad sets for 1 Campaign								
Ads for 1 Campaign								
Ad set	File	Impressions	CPM (cost per 1,000...)	Link clicks	CPC (cost per link click)	CTR (link click-throug...	Clicks (all)	
Outreach OPD Ad Set - Bhavnagar	2024-11 Dec 2024	289,403	₹14.61	1,175	₹3.60	0.41%	2,27	
Outreach OPD Ad Set - Surendranagar	2024-11 Dec 2024	297,239	₹14.26	1,225	₹3.46	0.41%	2,28	
Outreach OPD Ad Set - Mehsana	2024-11 Dec 2024	226,725	₹18.65	1,083	₹3.90	0.48%	2,01	
Outreach OPD Ad Set - Memnagar	2024-11 Dec 2024	238,938	₹17.70	1,167	₹3.62	0.49%	2,15	
Outreach OPD Ad Set - Motera	2024-11 Dec 2024	223,197	₹18.93	1,004	₹4.21	0.45%	1,90	
Results from 5 ad sets		1,275,502	₹16.58	5,654	₹3.74	0.44%	10,62	
Total		Per 1,000 Impressions		Total	Per Action	Per Impressions	Tot	

Ad sets for 1 Campaign										
Ads for 1 Campaign										
Columns: Performance ... Breakdown Reports Export										
Results	Reach	Views	Frequency	Cost per result	Budget	Amount spent	Ends	Schedule		
253	89,570	290,996	3.23	₹16.72	₹100.00	₹4,228.96	11 Dec 2024	28 Oct 2024-11 Dec 2024		
Callback requests				Per estimated call co...	Daily		45 days			
212	91,642	298,995	3.24	₹20.00	₹100.00	₹4,239.42	11 Dec 2024	28 Oct 2024-11 Dec 2024		
Callback requests				Per estimated call co...	Daily		45 days			
183	82,256	227,734	2.76	₹23.10	₹100.00	₹4,227.43	11 Dec 2024	28 Oct 2024-11 Dec 2024		
Callback requests				Per estimated call co...	Daily		45 days			
213	64,482	240,098	3.71	₹19.86	₹100.00	₹4,230.26	11 Dec 2024	28 Oct 2024-11 Dec 2024		
Callback requests				Per estimated call co...	Daily		45 days			
157	53,892	224,341	4.14	₹26.91	₹100.00	₹4,224.69	11 Dec 2024	28 Oct 2024-11 Dec 2024		
Callback requests				Per estimated call co...	Daily		45 days			
1,018	364,991	1,282,164	3.49	₹20.78		₹21,150.76				
Estimated call confr...	Accounts Centre acc...	Total	Per Accounts Centre...	Per estimated call co...		Total Spent				



AD SET INSIGHTS

Surendranagar

91,594

Reach

212

Call
Confirmations

1,225

Link
Clicks

₹20

Cost per
Call Confirmation

Bhavnagar

89,570

Reach

253

Call
Confirmations

1,175

Link
Clicks

₹16.7

Cost per
Call Confirmation

Memnagar

64,465

Reach

213

Call
Confirmations

1,167

Link
Clicks

₹19

Cost per
Call Confirmation

Mehsana

82,240

Reach

183

Call
Confirmations

1,082

Link
Clicks

₹23

Cost per
Call Confirmation

Motera

53,892

Reach

157

Call
Confirmations

1,003

Link
Clicks

₹26

Cost per
Call Confirmation

SUMMARY

The Outreach OPD Campaign for Stavva Spine Hospital effectively raised awareness and generated significant patient engagement across targeted locations. Bhavnagar achieved the best performance with the lowest cost per call confirmation (INR 16.71). Overall, the campaign successfully drove 1,018 call confirmations at an average cost of INR 20.77, demonstrating cost-efficient advertising to promote specialized healthcare services.