



### **OBJECTIVE**

A leading spine specialty hospital aimed to increase awareness and drive traffic to its Robotic Spine Surgery landing page through targeted Meta Ads. The campaign was designed to reach both healthcare professionals and individuals with desk-job lifestyles who are more likely to experience spine-related issues.

### **OVERVIEW**

The goal was to drive high-quality traffic to the Robotic Spine Surgery landing page using precise audience segmentation and budget optimization.

## CAMPAIGN STRATEGY



Kaushik Digibuzz developed two targeted Meta Ad campaigns:

#### **GENERAL AUDIENCE**

Focused on healthcare professionals, including neurologists, orthopedic surgeons, physiotherapists, radiologists, and general practitioners.

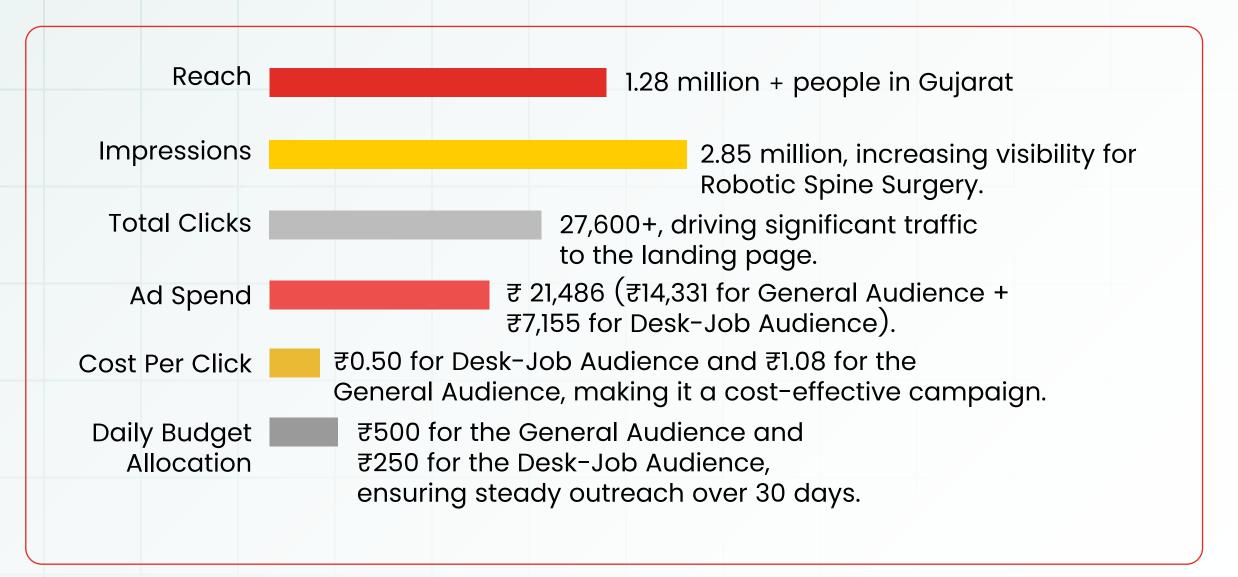
#### **DESK-JOB AUDIENCE**

Targeted professionals in IT, finance, HR, design, and legal services, who are prone to spine-related issues due to a sedentary lifestyle.

Each campaign had a dedicated budget and targeting strategy to ensure maximum reach and engagement.

## PERFORMANCE HIGHLIGHTS

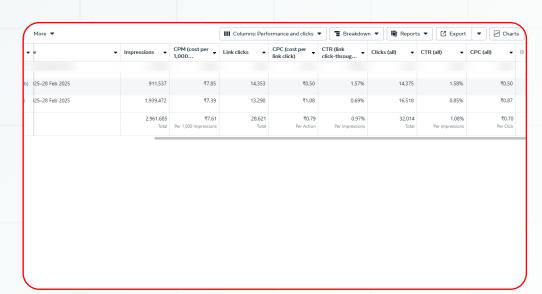




## PERFORMANCE HIGHLIGHTS



Off/On	Ad set ▼	6 Results ▼	Reach •	Views ▼	Frequency •	Cost per result	Budget ▼	Amount spent
	Robotic Spine Surgery Web Traffic Ad (Desk-Job)	14,353 Link Clicks	456,810	41,995	2.00	₹0.50 Per link click	₹250.00 Daily	₹7,155.3
	Robotic Spine Surgery Web Traffic Ad (General)	13,290 Link Clicks	826,097	1,933,900	2.35	₹1.08 Per link click	₹500.00 Daily	₹14,331.0
	Results from 3 ad sets <b>6</b>	28.621 Link Clicks	1.274.094 Accounts Centre acc	2,085,565 Total	2.32 Per Accounts Centre	₹0.79 Per link click		₹22,533. Total Spi



# AD SET INSIGHTS

- The Desk-Job Audience had a lower cost per click and better engagement, making it the most efficient segment.
- The General Audience contributed to brand awareness, reaching a broad spectrum of medical professionals.
- The campaign successfully maintained a consistent traffic flow to the landing page, increasing awareness about Robotic Spine Surgery.

# CONCLUSION AND IMPACT

The campaign effectively positioned the spine specialty hospital as a trusted provider of Robotic Spine Surgery while ensuring costeffective website traffic growth. With a well-structured budget and precise audience targeting, the campaign achieved strong engagement and awareness in Gujarat.

