



STAVYA SPINE HOSPITAL **DRIVING WEBSITE TRAFFIC FOR ROBOTIC SPINE SURGERY**

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



Reach  1.28 million + people in Gujarat

Impressions  2.85 million, increasing visibility for Robotic Spine Surgery.

Total Clicks  27,600+, driving significant traffic to the landing page.

Ad Spend  ₹ 21,486 (₹14,331 for General Audience + ₹7,155 for Desk-Job Audience).

Cost Per Click  ₹0.50 for Desk-Job Audience and ₹1.08 for the General Audience, making it a cost-effective campaign.

Daily Budget Allocation  ₹500 for the General Audience and ₹250 for the Desk-Job Audience, ensuring steady outreach over 30 days.

PERFORMANCE HIGHLIGHTS



Columns: Performance and clicks								
Off/On	Ad set	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	₹7,155.32
☐	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	₹14,331.02
Results from 3 ad sets		28,621 Link Clicks	1,274,094 Accounts Centre acc...	2,085,565 Total	2.32 Per Accounts Centre...	₹0.79 Per link click		₹22,533.66 Total Spent

Columns: Performance and clicks								
Impressions	CPM (cost per 1,000...)	Link clicks	CPC (cost per link click)	CTR (link click-throug...	Clicks (all)	CTR (all)	CPC (all)	
911,537	₹7.85	14,353	₹0.50	1.57%	14,375	1.58%	₹0.50	
1,939,472	₹7.39	13,290	₹1.08	0.69%	16,518	0.85%	₹0.87	
2,961,685 Total	₹7.61 Per 1,000 Impressions	28,621 Total	₹0.79 Per Action	0.97% Per Impressions	32,014 Total	1.08% Per Impressions	₹0.70 Per Click	

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 cost-effective website traffic growth. With a well-structured budget and precise audience targeting, the campaign achieved strong engagement and awareness in Gujarat.

