

Use Case



Customer requirements

Double the incoming calls on the same ad budget



Current condition

1. Less incoming calls
2. Quality of calls were very poor, irrelevant ones



Digileap Solutions

1. Identifying target audience through proper customer persona
2. High search volume keywords
3. Ad campaigns on Google and Facebook
4. Testing of creatives, audiences and ad copies
5. Scaling up the best performing creatives, audience and ad copies



Outcome

The aim was to double the calls but we were able to make it 8 times

Customer Vertical
Medical Company

Search keywords

Custom

1 - 30 Apr 2022

1 Apr 2022

30 Apr 2022