

# ASSURE CLINIC PERFORMANCE MARKETING CASESTUDY



## About the brand:

Welcome to Assure Clinic, a rising name in dermatological excellence with a footprint in 15+ clinics across Indian cities. Despite being relatively new, our commitment to innovation and world-class infrastructure sets us apart. Our highly qualified doctors bring a fresh perspective to skincare, offering a range of services from Laser Hair Reduction and Vampire Facials to Hydra Facials, Botox, and Chemical Peels.

At Assure Clinic, your beauty journey is guided by precision and professionalism. Our state-of-the-art facilities and a team of dedicated experts ensure that every visit is a step towards radiant, healthy skin. Step into a world where confidence begins- is the brands motto.

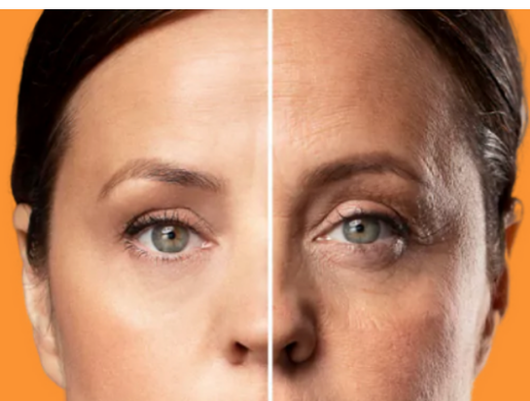
## OBJECTIVE

Our primary objectives were to increase brand awareness, drive clinic footfall, and boost service inquiries across 15+ clinics in Indian cities. Leveraging our expertise in performance marketing, we crafted a tailored strategy to position Assure Clinic as a go-to destination for advanced derma services. Our tactical goal was to supply enough leads so that the derma counsellors hired by the brand get enough calls in a systematic manner.

[8879000082](tel:8879000082)[Support@assureclinic.com](mailto:Support@assureclinic.com)[Other Skin Treatments](#) ▾

## Feel Improved Skin Texture Free of Wrinkles with Vampire Facial

Regain youthful appearance with boosted skin cell regeneration



# CHALLENGES

## THAT WE FACED FOR THIS CAMPAIGN

### 1. New Entrant in the Skincare Industry

Establishing Assure Clinic as a newcomer in the skincare industry demanded meticulous strategies for brand recognition and trust-building in a competitive market.

### 2. Suboptimal Landing Page Conversion

Addressing a non-converting landing page required a strategic overhaul, focusing on user experience enhancements and content refinement to translate clicks into meaningful engagement.

### 3. Limited Visual Resources for Display Ads

Navigating a scarcity of visual assets for display ads necessitated a creative reinterpretation, using compelling visuals to convey the unique value proposition of Assure Clinic's services.

#### **4. Diverse Service Ticket Sizes**

Managing a significant delta between service costs involved tailoring campaign structures to accommodate varying ticket sizes while ensuring optimal ROI across the service spectrum.

#### **5. Value-Based Bidding**

Adopting a value-based bidding strategy added complexity, requiring meticulous analysis of performance metrics to align bidding with the unique value propositions of Assure Clinic's offerings.

#### **6. Zoho Sales Insight Integration**

Connecting Zoho sales insights to ads platforms was a critical challenge, enabling real-time data utilization for refining targeting, messaging, and bidding strategies based on the latest sales insights.

#### **7. Lead Flow Dynamics**

Managing leads in sync with counselor availability introduced operational intricacies. Implementing a dynamic lead flow management system optimized the conversion journey, ensuring timely and personalized attention for potential clients.



# EXECUTION



Leveraged targeted branding campaigns to establish Assure Clinic's presence amid industry giants.



Implemented UX improvements and content refinements to transform the landing page into a conversion powerhouse.



Creatively reimagined the brand's essence, using captivating visuals to effectively communicate Assure Clinic's unique value.



Tailored campaign structures to accommodate varied service costs, ensuring optimal ROI across the entire service portfolio.



Meticulously aligned bidding strategies with service value propositions, optimizing cost-effectiveness and performance.

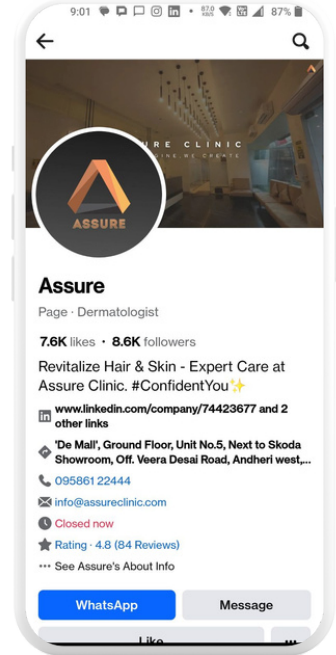
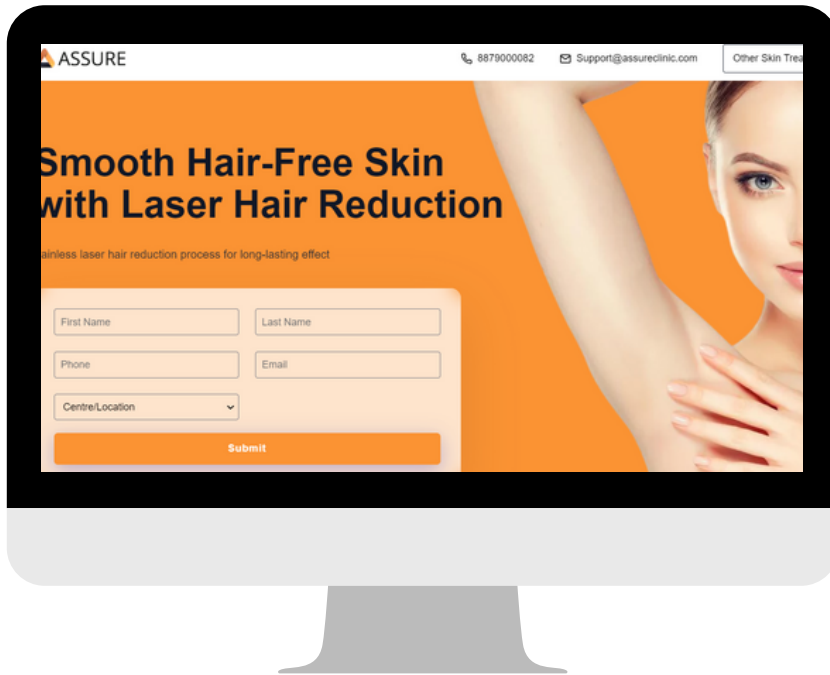


Successfully integrated Zoho sales insights into ad platforms, enabling real-time data utilization for refined targeting and bidding.



Implemented a dynamic lead flow management system, ensuring potential clients receive personalized attention aligned with counselor availability.

# EXECUTION





# RESULTS

300%

INCREASE IN DAILY  
LEAD COUNTS

9X

REVENUE GENERATED  
FROM SKIN SERVICES

2.4

RETURN ON  
INVESTMENT

-55%

REDUCTION IN CPC IN 6  
MONTHS TIME

## AWARDS FOR THE BRAND

