



## Case Study: AI Leads | Revolutionizing ROI with Precision Targeting in the Healthcare Industry

**Client:** Diabetic Supply Company, San Diego, CA

**Industry:** Healthcare - Specializing in the acquisition of new, unused diabetic supplies from consumers nationwide.

---

### Background:

In an ambitious drive to enhance their return on investment (ROI), Diabetic Supply Company embarked on a strategic journey by leveraging the leads. Following a highly successful initial campaign that propelled their ROI from an impressive 1,385% to 2,122%, the company aimed to push the boundaries further. This case study unfolds the impressive results of their latest advertising endeavor.

### Initial Strategy:

The original approach integrated site leads and search leads, filtered against the existing customer database to eliminate redundancy. By incorporating the leads into Facebook (FB) audiences and creating corresponding look-alike audiences, alongside existing customer data, the company set a solid foundation for targeted outreach and outstanding results.

### Innovative Campaign Launch:

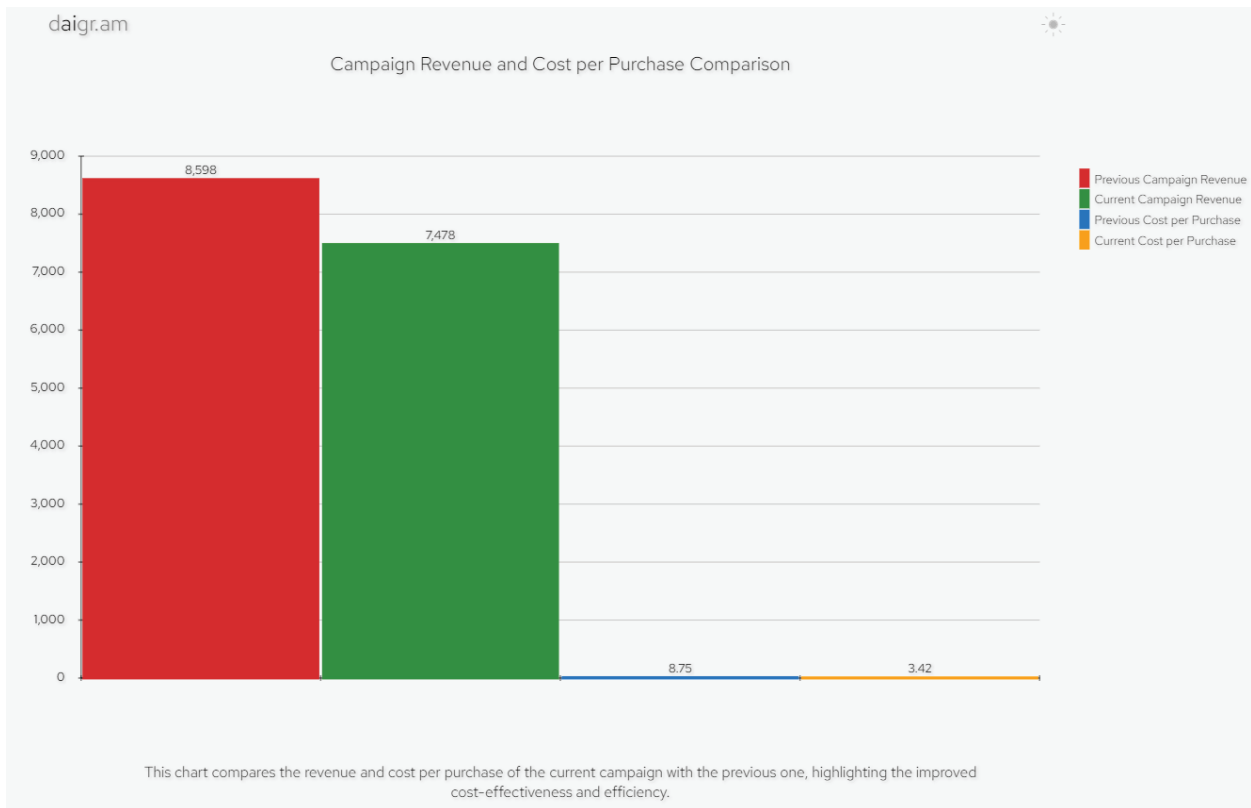
On February 11, 2024, Diabetic Supply Company unveiled a new FB advertising campaign. This strategy was distinctive in exclusively using the leads generated over the preceding six months, supplemented by two additional look-alike campaigns created from these leads. The creative elements remained consistent, ensuring consistency.

### Exceptional Outcomes:

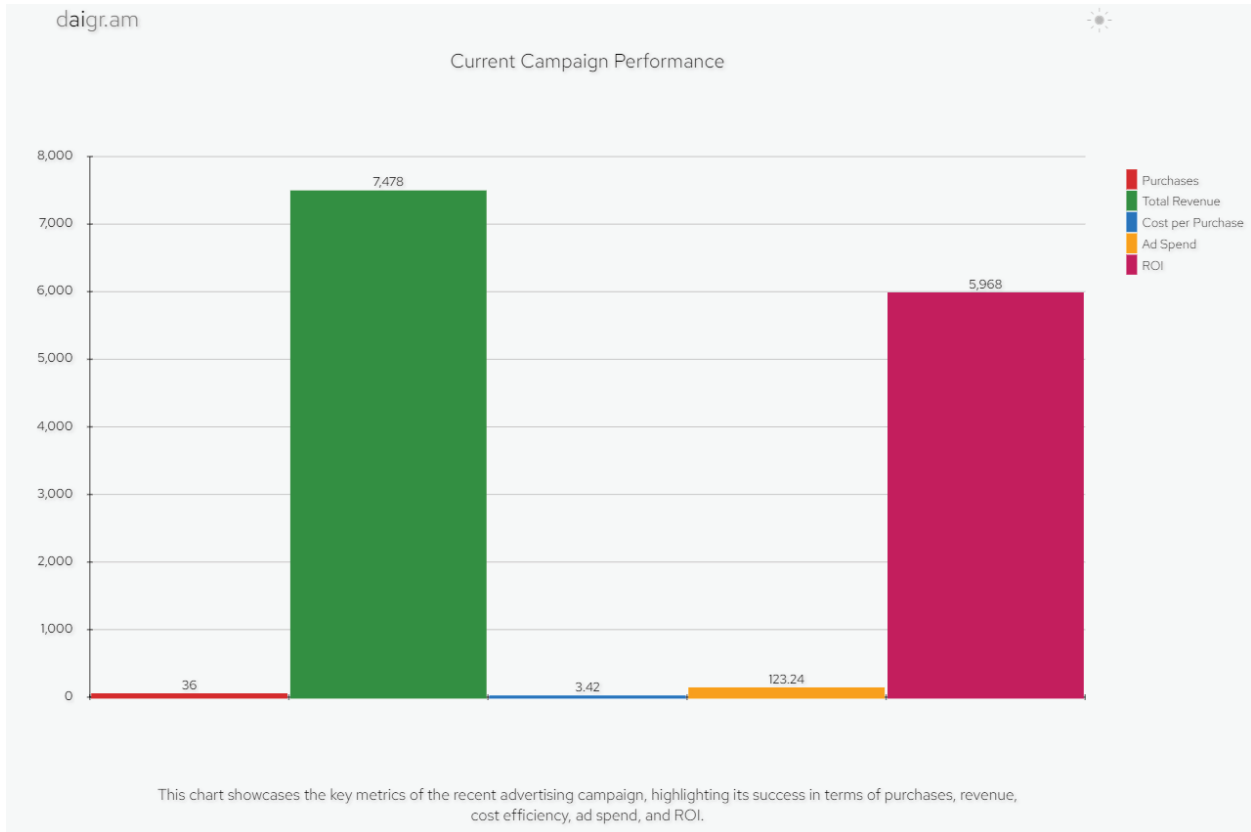
The campaign, initiated with a modest daily budget of \$20, which was later amplified to \$40, achieved staggering success within a mere 5-day span. The results were phenomenal:

- Purchases: 36 transactions amounted to total purchases of \$7,478.00.

- **Cost Efficiency:** The cost per purchase plummeted to a mere \$3.42.
- **Ad Spend:** A total investment of \$123.24. Leads were already paid for and profitable from the previous campaign.
- **ROI:** An astronomical 5,968% return on investment, setting a new benchmark for efficiency and cost-effectiveness in the company's marketing history.
- **On average,** their customers continue to sell to the company for 7-15 months, so this investment in leads will continue to return profits over the next year or longer.



This campaign marked a significant milestone by achieving the lowest per-purchase cost across all lead generation methods employed over the last seven years, exclusively through the utilization of the leads.



## Comparative Insights:

While the preceding campaign also showcased commendable results, generating \$8,598.00 with a higher per-purchase cost of \$8.75, the latest initiative stood out with its unmatched cost-effectiveness and ROI.

## Future:

Encouraged by these impressive outcomes, Diabetic Supply Company is now gearing up to expand their marketing arsenal to include postcard and email campaigns targeted at both visitor and search leads. With the foundational lead investment already yielding positive returns, the forthcoming initiatives will predominantly only incur costs related to postage, printing, and emailing.

## Strategic Insights:

The company's leadership continues to laud the leads as a 'no-brainer,' attributing a substantial 75% reduction in lead acquisition costs to this innovative approach. The

successful integration of the leads not only underscores their potential as a premier source of pre-targeted leads but also highlights their role in driving cost-effective strategies to achieve unparalleled ROI.

## Conclusion:

This case study exemplifies the transformative impact of precise targeting and strategic marketing in the healthcare industry. Diabetic Supply Company's adept use of the leads underscores the potential of well-orchestrated advertising campaigns with the right audience to deliver extraordinary results, making it a beacon for businesses aiming to optimize their marketing investments for maximum ROI.

Results	Reach	Impressions	Cost per result	Amount spent	Ends	Schedule	Purchase	Purchases conversion value
—	—	—	—	—	Ongoing	Feb 9, 2024 – Ongoing	—	—
—	—	—	—	—	Ongoing	Feb 9, 2024 – Ongoing	—	—
36 <sup>[2]</sup>	2,003	6,198	\$3.43 <sup>[2]</sup>	\$123.61	Ongoing	Feb 10, 2024 – Ongoing	36 <sup>[2]</sup>	\$7,478.00 <sup>[2]</sup>
Website purchases			Per Purchase					
36 <sup>[2]</sup>	2,003	6,198	\$3.43 <sup>[2]</sup>	\$123.61			36 <sup>[2]</sup>	\$7,478.00 <sup>[2]</sup>
Website purchases	Accounts Center ac...	Total	Per Purchase	Total Spent			Total	Total

This week: Feb 11, 2024 – Feb 15, 2024

1 selected x Ad sets for 1 Campaign Ads for 1 Campaign

Existing Campaign View Setup Columns: Custom Breakdown Reports Export

Results	Reach	Impressions	Cost per result	Amount spent	Ends	Schedule	Purchase	Purchases conversion value	Website purchases conversion...
32 <sup>[2]</sup>	3,812	13,494	\$8.76 <sup>[2]</sup>	\$280.19	Ongoing	Oct 28, 2021 – Ongoing	32 <sup>[2]</sup>	\$8,598.00 <sup>[2]</sup>	\$8,598.00 <sup>[2]</sup>
Website purchases			Per Purchase						
—	—	—	—	\$0.00	Ongoing	Sep 28, 2022 – Ongoing	—	\$0.00	\$0.00
Website Purchase			Per Purchase						
—	—	—	—	\$0.00	Ongoing	Oct 28, 2021 – Ongoing	—	\$0.00	\$0.00
Website Purchase			Per Purchase						
32 <sup>[2]</sup>	3,812	13,494	\$8.76 <sup>[2]</sup>	\$280.19			32 <sup>[2]</sup>	\$8,598.00 <sup>[2]</sup>	\$8,598.00 <sup>[2]</sup>
Website purchases	Accounts Center ac...	Total	Per Purchase	Total Spent			Total	Total	Total

This week: Feb 11, 2024 – Feb 15, 2024

Ad sets for 1 Campaign Ads for 1 Campaign

Rules View Setup Columns: Custom Breakdown Reports Export

Results	Reach	Impressions	Cost per result	Amount spent	Ends	Purchase	Purchases conversion value	Website purchases conversion...
8 <sup>[2]</sup>	1,609	3,653	\$12.86 <sup>[2]</sup>	\$102.88	Ongoing	8 <sup>[2]</sup>	\$1,210.00 <sup>[2]</sup>	\$1,210.00 <sup>[2]</sup>
Website purchases			Per Purchase					
36 <sup>[2]</sup>	1,999	6,183	\$3.42 <sup>[2]</sup>	\$123.24	Ongoing	36 <sup>[2]</sup>	\$7,478.00 <sup>[2]</sup>	\$7,478.00 <sup>[2]</sup>
Website purchases			Per Purchase					
32 <sup>[2]</sup>	3,813	13,490	\$8.75 <sup>[2]</sup>	\$280.06	Ongoing	32 <sup>[2]</sup>	\$8,598.00 <sup>[2]</sup>	\$8,598.00 <sup>[2]</sup>
Website purchases			Per Purchase					