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Google Ads Case Study: Boosting Online Leads:

Medicainstrument.com

Industry: Medical / Pharma / B2B

Learn how we helped a client's B2B Pharma / Medical Industry deals in Medical Equipments Manufacturing generating leads from multiple targeted regions.



EQUITRON MEDICA PRIVATE LIMITED

formerly Medica Instrument Mfg Co

Campaign Objectives

1 Increase Reach

Reaching and engaging potential customers with targeted ads.

2 Brand Awareness

Build brand awareness by reaching a wide audience and increasing visibility in the market.

3 Lead Generation

Generate high-quality leads by capturing user information and driving them to take action.

Targeted Ads

Demographics

- Age: 25 - 65+
- Gender: Male and Female

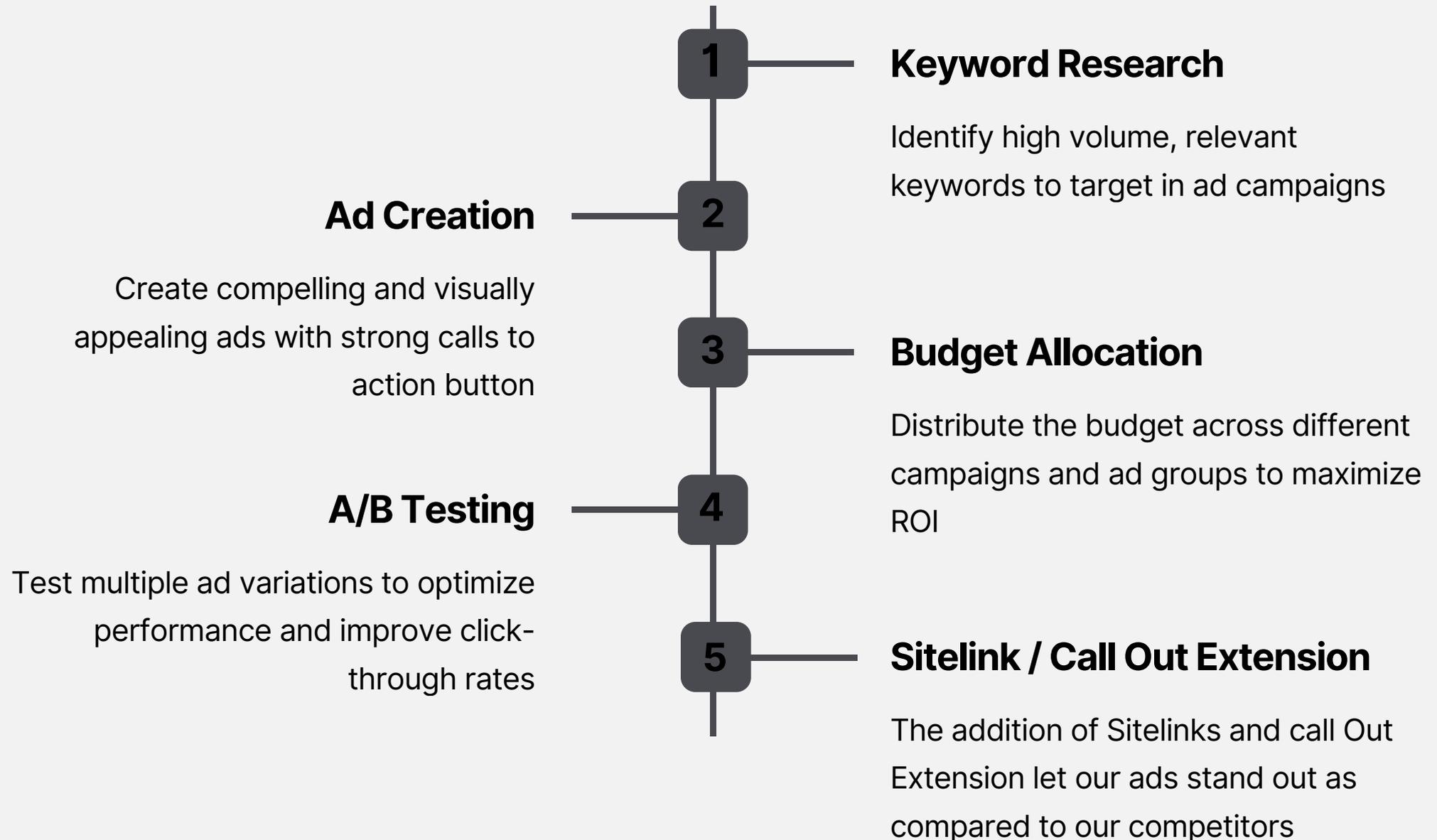
Interests

- Medical Equipments
- Hospitals
- Procurement Team
- Website Visitors

Target Locations

- PAN India
- 1 Tier Cities
- 2 Tier Cities

Campaign Strategy





Ad Formats and Placements

Text Ads:

Displayed alongside search results and on relevant websites within the Google Display Network.

Image Ads:

Engaging visual ads that appear on the Google Display Network and partner websites.

Video Ads:

Engage users with compelling video content on YouTube and Google partner sites.

Responsive Ads:

Automatically adjust size, format, and appearance to fit available ad spaces.

Performance Metrics

Metric	Definition
Click-Through Rate (CTR)	The percentage of users who click on an ad after seeing it.
Conversion Rate	The percentage of users who complete a desired action, such as a purchase or sign-up.
Cost Per Click (CPC)	The average amount spent per click on an ad.
Return on Ad Spend (ROAS)	The revenue generated for every dollar spent on advertising.

Results and Metrics

The strategy resulted in significant improvements in our client's online visibility, and reach, and in generating quality leads which converted



Impressions

In the last 12 Months, we have achieved more than a 10 Million Impressions



CTR

Industry CTR is around 2%, But we have managed to surpass the same by 2.5%



Leads / Revenue Growth

Our Campaigns has attracted more than 200+ Leads over a period of 12 Months



Conclusions

Our Google Ads campaign for Equitron Medica has been a resounding success. We strategically targeted our audience, optimized keywords, and crafted compelling ad copy to effectively showcase the superior quality and range of medical equipment offered. The campaign not only increased brand visibility but also generated valuable leads, contributing to the company's overall growth and success in the digital landscape. As we analyze the campaign's performance, it's evident that our efforts have not only driven traffic but also converted interested users into customers. Moving forward, we will continue refining our strategy to maximize results and further solidify Equitron Medica's position as a leader in the medical equipment industry. Here's to continued success and reaching new heights in our digital marketing endeavors.