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IV THERAPY

Hydription IV Therapy

CASE STUDY

GROWTH99

THE PROJECT

Hydription IV Therapy

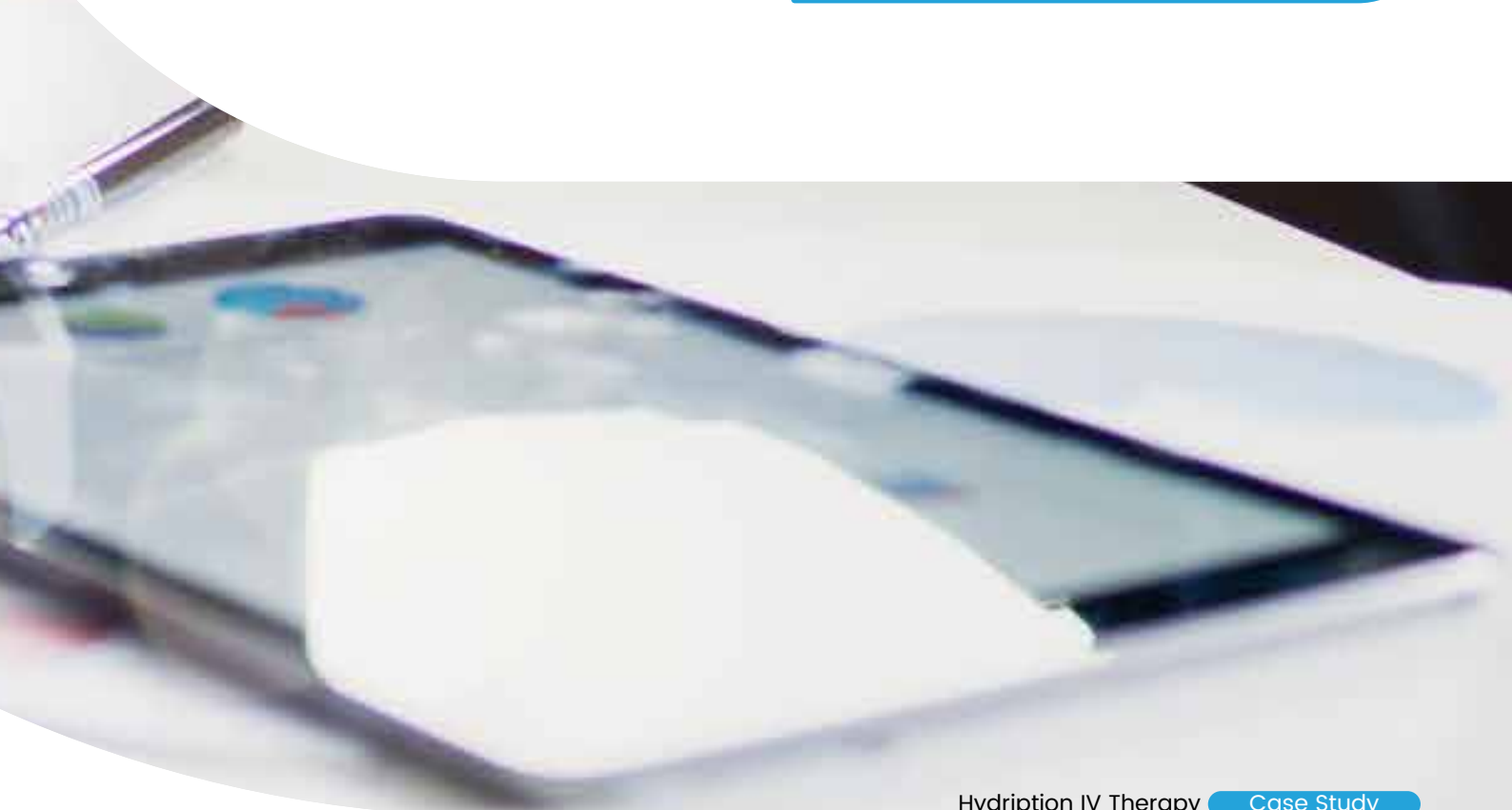
Hydription IV Therapy offers a comprehensive IV Therapy lineup of its own unique vitamin blends and formulations to provide vitamin hydration. With the growing IV treatment trend, their medical experts created Hydription to be "The Premier Vitamin Hydration IV Therapy Lounge." Hydription offers optimal vitamin hydration for complete nutrient replenishment and improvement in overall health and wellness with its unique vitamin blends and formulations.



Location: 3730 CA-1, Suite #201, Torrance, CA 90505 (on Pacific Coast Highway)

THE CHALLENGE

Hydription offers a variety of IV treatments but was facing challenges in generating sufficient leads. To address this, they aimed to target specific cities and zip codes surrounding their clinic, focusing on attracting leads from these local areas to enhance their client base.



THE SOLUTION

In March of 2023, Hydription IV Therapy partnered with Growth99, a seasoned medical aesthetics lead generation partner. With an expert touch, Growth99 diligently assisted Hydription IV Therapy in identifying the most pertinent keywords vital to their industry, ensuring alignment with their target audience's search patterns.

The proficient paid media team at Growth99 further executed comprehensive optimization of Hydration IV Therapy's Facebook ads, encompassing setting up Facebook lead generation campaigns for services like Skinny Shots and IV Therapy. Their efforts extended to improve the Facebook ads' performance to generate leads, lower the cost-per-leads, and improve the overall Facebook ads' performance metrics, encompassing impressions, clicks, click-through rate, and lead rate.





The Paid Media Team started with the basics, which include:

- Competitor Research
- Keyword Research for writing ad copy
- Facebook Ad copy with high search volume keywords
- Creating appealing creatives/graphics
- Setting up Integrately (3rd Party CRM) for lead tracking



Techniques that helped boost the campaign performance and made the ads are relevant and optimized include:

- Closely monitoring each campaign's performance
- Changing creatives if needed
- Change the primary text and headline to get more traction
- Create a Look-alike audience campaign
- Customize Facebook campaigns to the client's needs





The improvements Growth99 made above were just the beginning. As part of our monitoring process, the Paid Media Team continued to::

- Closely monitor each campaign's performance
- Verify that the lead form is set up correctly
- Check the lead conversion tracking
- Verify that Integrately (3rd Party CRM) is set up correctly for tracking Facebook leads
- Cross-checking leads on Growth 99+ to ensure that all leads are going into the CRM correctly



THE RESULTS

Clicks and Impressions

Our ads' visibility and user interactions are measured by clicks and impressions. These metrics have consistently and gradually increased over time, demonstrating the effectiveness of our Facebook optimization strategy.

Click Through Rate

Click-through rate (CTR) measures the percentage of people who click on a specific link or ad after seeing it on their news feed or timeline. It is calculated by dividing the number of clicks by the number of impressions and multiplying by 100. The click-through rate has been 2% or higher, showcasing the effectiveness of the Facebook Optimization Strategy.

Lead Rate

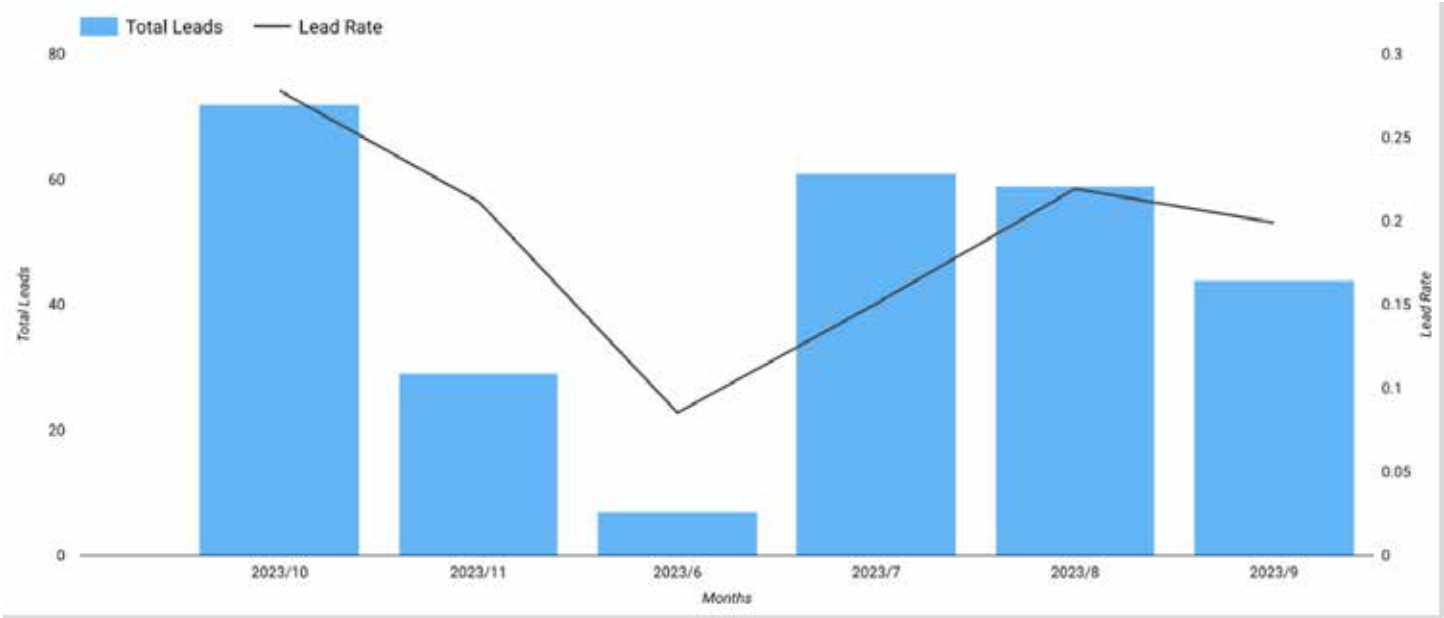
Lead rate on Facebook measures the percentage of people who have submitted their contact information or expressed interest in a product or service after clicking on an ad or landing page. The Lead Rate of the campaigns has been 5 or more, showcasing the effectiveness of our Facebook optimization strategy.

Month-to-Month Comparison

Lifetime Paid Media Metrics			
Total Imp	Total Clicks	Total Leads	Lead Rate
164,086	1,373	272	19.07%

Current Month Facebook Performance

Impr. FB	Clicks FB	CTR FB	Leads FB	Lead Rate FB	CPL FB
86,011	662	0.77%	159	24.02%	\$18.27



GROWTH99

THANK YOU



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