



Goals achieved in a short duration of 12 Months



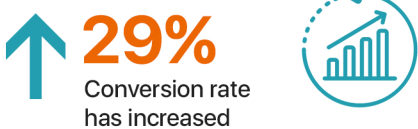
- ◉ Omega hospital, a leading cancer hospital in Hyderabad has provided cancer care services for a decade based on the principles of cooperation, compassion, and innovation.

ABOUT OMEGA:



BUSINESS CHALLENGE

- ◉ Omega hospitals needed a cost effective marketing program to increase the number of leads while focusing on a lower CPL



SEARCH MARKETING CHALLENGE:

The client had utilised various advertising channels previously with varied success on social media platforms, but in search marketing, we have faced some challenges, such as:

- ◉ **Target Audience:** The update in keyword match types & banning of remarketing audience has effected the performance of the campaign's hence the campaigns performance has dropped.
- ◉ **Cost-Effectiveness:** To reach the target number of leads with a predefined CPL with the keyword algorithm changes & banning the retargeting prospective audience has affected the CPC & CPL was another tough challenge.
- ◉ **Ad Policy Updates:** As per new ad policies, We can't advertise some of the health care services due to the health in advertising policies hence we will only reach limited Audience.



HOW SOCIAL DNA ADDRESSED THE NEED?

- ⦿ The first task was adding the irrelevant keywords into negative keyword list & to reach the appropriate audience, we added the exact match & phrase match keywords and paused all BMM keywords to reduce the CPC & CPL.
- ⦿ Worked towards to improving the quality score of the keywords & worked on landing page to make it mobile friendly & to increase the mobile speed.
- ⦿ Optimized keyword bids to improve the search impression share & for top of the page rate to showcase our ads on top of the page to reach more relevant audience.
- ⦿ AB testing campaign has helped us to understand the performance of campaigns with a different bid strategy & different keyword match types.



ABOUT SOCIAL DNA

The ideology of the company comes from its name instantly. We are all about everything that is Social & Digital, whether it is fans on Facebook, followers on Twitter or links on LinkedIn. Our passion for Social & Digital Marketing is in our DNA and hence it shows in the quality of work we put up for our clients.

From brand creation & development to digital interactive design, print layout to full motion graphics, website design to 3D visualization, social media, content marketing and pay-per-click expertise; we deliver measurable results with a strong focus. We thrive in creating materials that bring ideas to life in an accessible and imaginative way.

To know more about us, visit our website at www.socialdna.in