

Goals achieved in a short duration of 12 Months

## HOW SOCIAL DNA INCREASED UDAI OMNI'S CONVERSIONS BY 46%

### ABOUT UDAI OMNI:

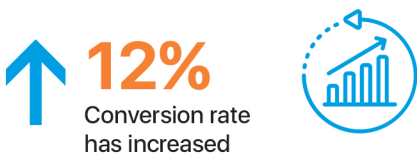


- Udai Omni Hospital a leading Orthopedic Hospital in Hyderabad. Providing orthopedic care services since 1975. Udai Omni team is growing steadily with health professionals for caring patients with orthopedic and associated traumatic conditions with a new wing adjacent to the present hospital to offer spacious facilities and better infrastructure.



### BUSINESS CHALLENGE

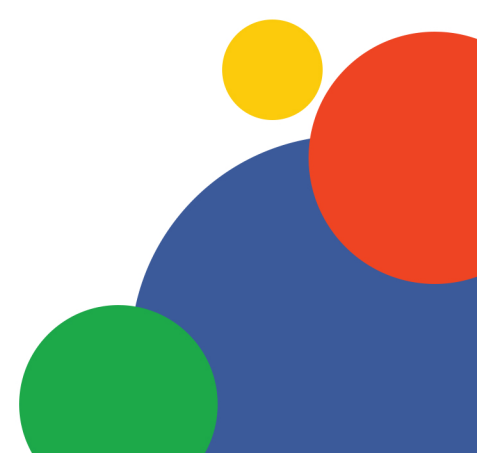
- Udai Omni needed a cost effective marketing program to increase the number of leads while focusing on lower CPL & CPC



### 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 Keywords:** The biggest challenge was the update in keyword match types which effected the performance of the campaigns.
- Cost-Effectiveness:** To reach the target number of leads with a predefined CPL with the keyword algorithm changes has effected the CPC & CPL was another tough challenge.



## 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.
- ⦿ Updated the ad copies with the higher search volume keywords to reach more relevant audience.
- ⦿ Optimized the keyword bids at device level & keyword level to improve the search impression share & for top of the page rate to showcase our ads.
- ⦿ AB Testing campaign has helped us to check the campaign's performance with different bid strategy & different keyword match type.



### 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](http://www.socialdna.in)