



CASE STUDY

An example of a successful marketing campaign, built one brick at a time.

PRODUCT

Capital Equipment
Veterinary Industry

CAMPAIGN

Lead Generation and Product
Clinical Application Awareness

GOALS & PROCESS

Primary Goal: To drive top of funnel lead generation and generate a connection between our client's product and a clinical condition getting a lot of attention from the veterinary industry.

Process: We created a pet owner form for clinics to download and distribute to screen for this hot-topic condition and executed a cross-channel campaign including email, social media, and third party media placements to drive form downloads.

RESULTS

- **705** Total leads
- **159** Product information requests (23% of Downloads)
- **9** Product demonstration requests (1.27% of Downloads)

510 Leads Came from Advertising

Cost Per Lead

- \$3.58/ Lead via Social Media Ads
- \$9.38/ Lead via the Clinician's Brief Newsletter
- \$20.32/ Lead via the Veterinary Practice News Email

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