

CASE STUDY

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

PRODUCT

Analysis of Several Veterinary Equipment and Service

CAMPAIGN

Lead Generation through the Clinician's Brief Daily Newsletter Across Multiple Clients

BACKGROUND

Our goal was to use high-performing native content to convert leads with Clinician's Brief through their daily newsletter native advertising content spot. This case study is an analysis of the performance of this newsletter spot across multiple clients selling B2B veterinary products and services. The ad unit is unbranded and allows for a 9-word headline, 30 words of body text, and a 5-word CTA. We analyzed the performance of 18 of these ads to determine if this type of unbranded, short-form native advertising could be an effective lead generation tactic.

GOALS & PROCESS

Primary Goal: We leveraged the Clinician's Brief newsletter ad for message testing since the spot is less expensive than larger sends. This spot was also used to generate high volumes of leads at a low cost per lead (CPL).

RESULTS

- Analyzed **18 ADS**
- Average Leads Generated Per Ad **97**
- Average Cost Per Lead **\$15**



SPONSORED BY VETSCALPEL

[Webinar] Video Cases: BOAS Corrective Surgery in a General Practice

Join general practitioner Dr. Boaz Man for a live interactive webinar on March 27th to see his step-by-step process for using CO2 surgical lasers for corrective Brachycephalic Obstructive Airway Syndrome (BOAS) surgery.

[Register for the webinar →](#)

Example of Unit

RED BRICK[®]
PARTNERS

WWW.REDBRICKPARTNER.COM