

# Case Study for a Medical Treatment



## Challenge

We all know about Facebook's Privacy & Policy and how it doesn't allow us to comply with ads on the basis of caste, gender, color, race, body type, and much more. So it was a very difficult chore for us to run Medical Treatment Ads on Facebook & Instagram. As there were innumerable words and phrases which didn't not comply with Facebook's privacy and policies.

## Goal

Our goal was to increase their Facebook Page Likes and spread awareness about their services to the specific geographic audience.

## Our Approach

As we couldn't use normal Facebook Pixel's to track the data so we shifted to a distinctive strategy where we switched our campaign to Brand Awareness and used Meta Pixel's which tracks every data without code.

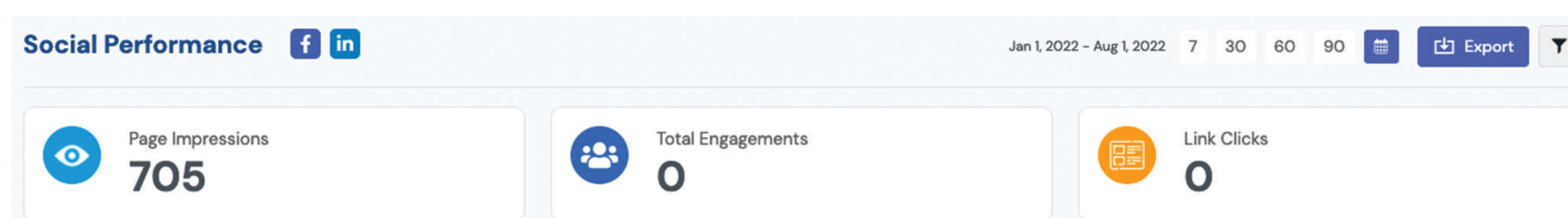
## Solution & Process

We had mindstorms in many ways about what kind of words and phrases needed to be used to give the appropriate message which client wanted to be delivered to his audience. We have successfully launched a campaign which not only gave us magnificent results but amazing engagements and reach.

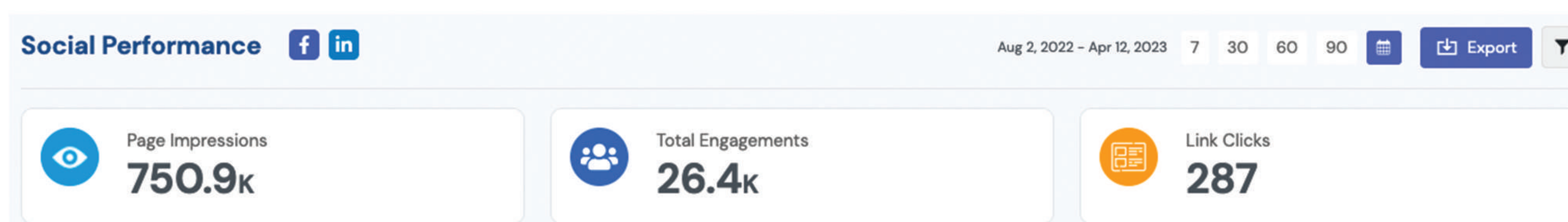
## Results

Our results were completely astonishing compared to all previous months' results. We had immense results where we were not only able to achieve good reach for our client audience but even clicks to their website from the right targeted audience.

## Campaign Performance Comparison



**BEFORE**



**AFTER**