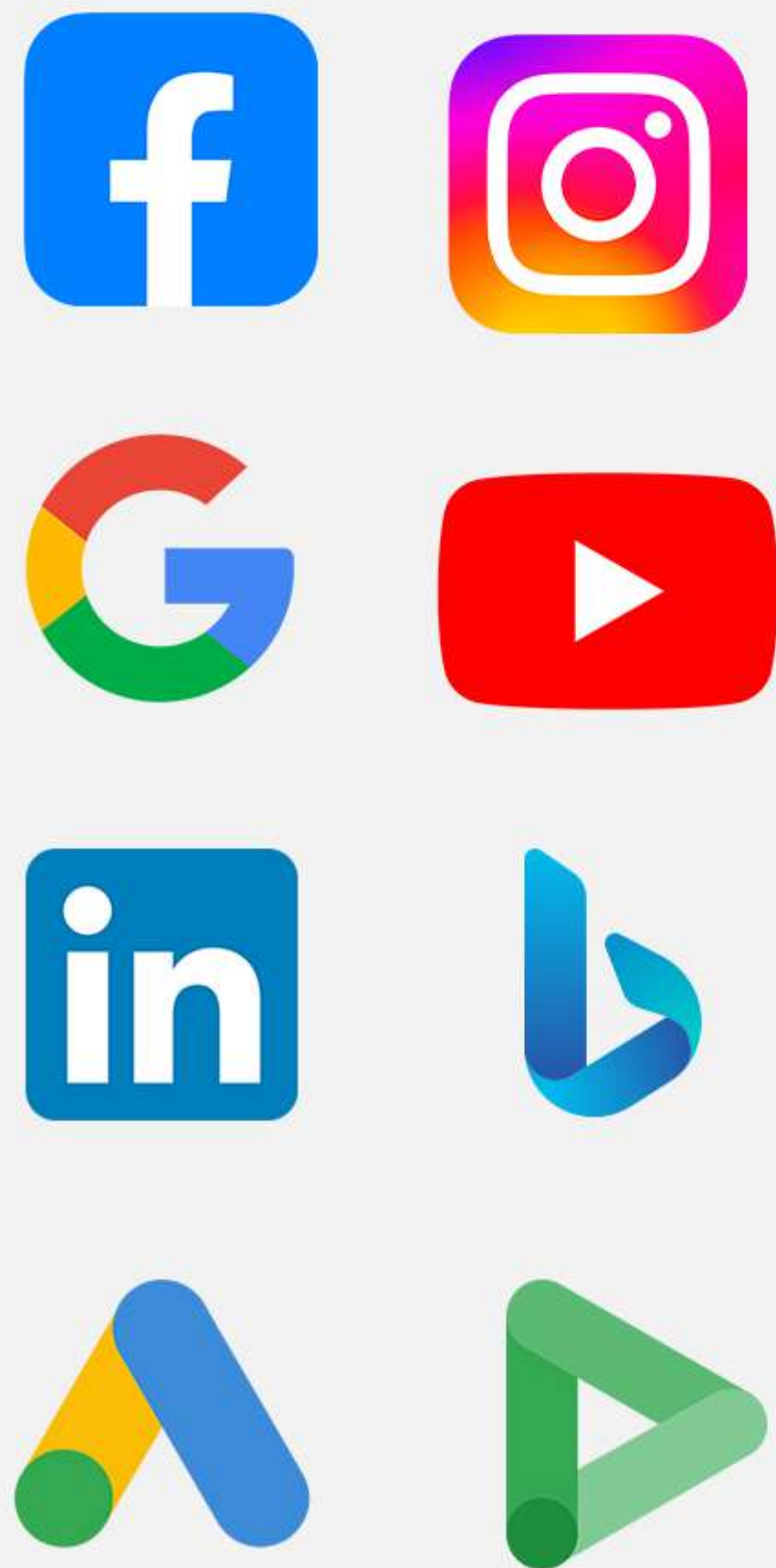


NUTRALYFE

- Nutraceuticals company dealing with weight loss, hair fall & scalp issues, etc.
- Specializes in a wide range of health & wellness products.
- Ecommerce platform with a team of dietitians to consult before purchase.

Platforms



Approach

- Implemented "1 ad group, 1 keyword" strategy for improved relevancy.
- Utilized keyword match types, device, and location targeting.
- Tracked GCLID to refine lead quality.
- Analyzed lead generation process for behavioral insights.
- Tested ad copy, keywords, quality score, and landing pages.
- Launched RLSA and display campaigns based on cookie data.

Challenges

- **Low Brand Visibility:** Unknown in a crowded market.
- **Intense Competition:** Big brands and alternative medicine.
- **Consult-Driven Sales:** Buying decisions rely on expert advice.
- **No Traditional Ads:** Limited reach outside of digital.
- **Disorganized Campaigns:** Needed structural improvement.

Result

50% Decrease in the Avg CPC

74% Decrease in CPA

40% Increase in Conversions

42% Increase in Overall Traffic