

# Zigmund.Online e-promo

## Case Study

### Introduction:

#### Vertical

- Service (psychological consultation)

#### Goal

- Bring new customers to the service

#### KPIs

- Optimize CPA and bring maximum number of additional leads

#### Tools/Solutions

- Conversions (Leads)
- ACO
- Lowest Cost

#### Agency

- E-Promo

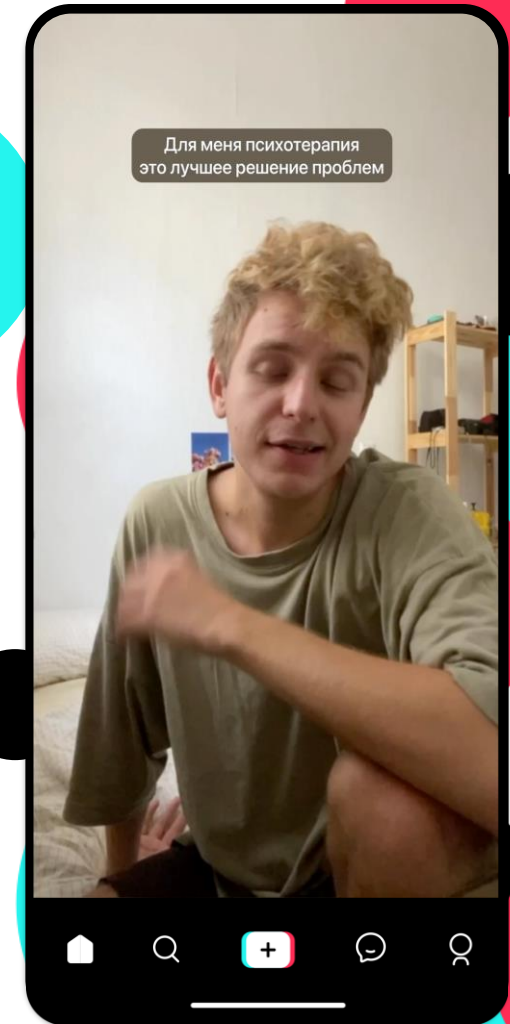
### Product:

Zigmund.Online is an online psychotherapy service. The platform selects a psychologist according to the needs and personal situation of the client and organizes the process of psychotherapy. After filling out an application in which a person answers several questions, they are offered psychologists with a description of their experience and profile. A person chooses a suitable professional and signs up for a consultation at a convenient time.

### Objectives:

- Bring maximum amount of leads on the client's website.
- Lower CPA within current media split.

**Dates:**  
**1.10.2021**  
—  
**31.10.2021**



# Zigmund.Online



## e-promo

### Campaign description

Targeted at European countries, USA, Canada, Russian cities with a population of over one million. From the audience settings, we used the age range from 18 to 55 years old.

We set up optimization for sending an application, but in order to increase the quality of the campaign and increase the number of conversions, we changed the strategy to optimize for opening an application form, so that more data got into the account and advertising campaigns could optimize better.

The ad groups used an ACO format: they uploaded 2-3 videos and 5 texts, so that the algorithms themselves optimized the most effective combinations for displaying ads. In the ad, we used creative in the "Talking Head" format, and used a video depicting the consultation process.

### Results

- TikTok showed significant **CPA improvement**
- TikTok contributed a **15% additional increase** in terms of leads
- CPC on TikTok is **70% cheaper** than on other channels

### Key learnings:

- Creative with a picture of the consultation process and creatives in the "Talking Head" format work effectively.
- Lowest cost showed great results in terms of acquiring leads and spending budget effectively.
- ACO allowed to test multiple creative variations, some of which showed significantly better results.
- Informative creatives with key messages put in first 5 seconds showed better results.

