

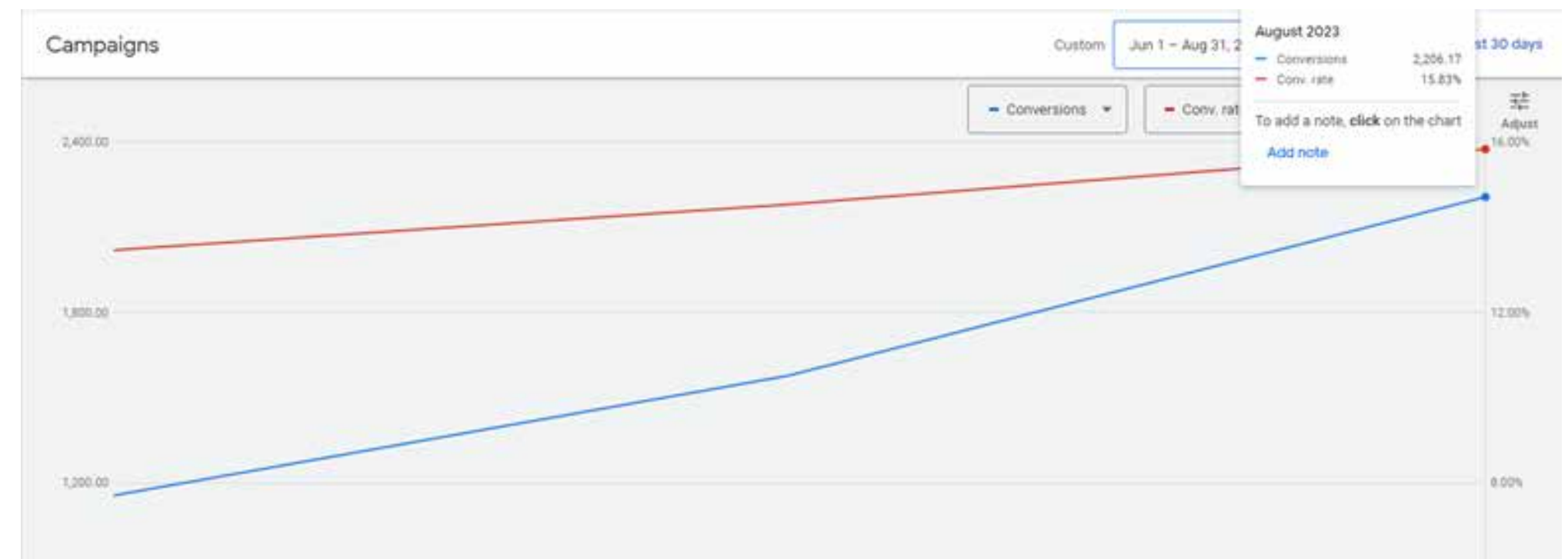
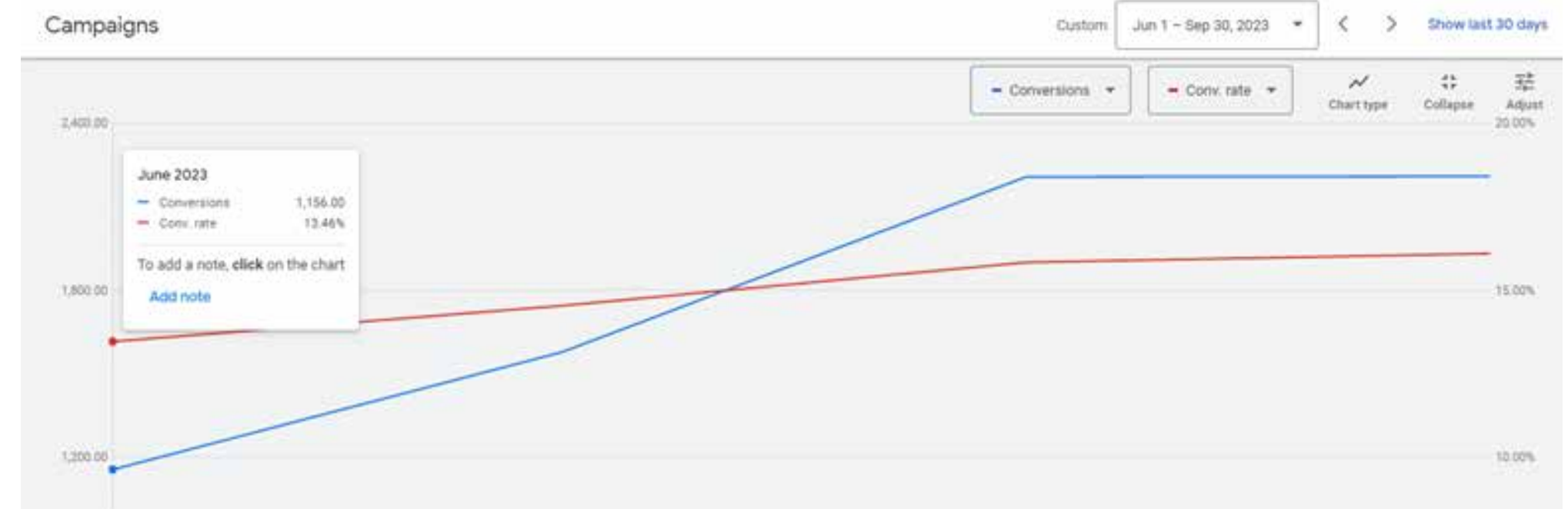
## | Case Study:

Transforming Kyno Health's Performance  
Marketing for 90%+ Jump in Business  
Growth



## Challenge:

Kyno Health, a renowned healthcare services provider, approached ADgyani with the goal of enhancing their online presence and improving their lead generation efforts. Their website was experiencing a conversion rate of 13.46% and less number of leads,, and they sought to boost this figure while maintaining the quality of leads.



## Strategy:

### 1. Data-Driven Analysis:

We initiated the project with an in-depth analysis of Kyno Health's website and its user behavior. This data-driven approach allowed us to identify pain points and bottlenecks in their conversion funnel.

### 2. User Experience Enhancements:

We revamped the website's user experience, making it more intuitive, responsive, and accessible. We implemented mobile optimization, improved page load times, and simplified the navigation.

### 3. A/B Testing:

To pinpoint the most effective changes, we conducted A/B tests on key pages, including landing pages and lead generation forms. This iterative testing allowed us to fine-tune design, content, and calls to action.

### 4. Content Optimization:

We revamped and expanded the website's content to ensure it was informative and engaging. High-quality content not only improved SEO but also kept visitors engaged and informed, increasing the likelihood of conversions.

### 5. Clear Call-to-Actions (CTAs):

We restructured CTAs, making them more prominent, compelling, and aligned with user intent. The goal was to guide visitors towards conversion actions.

## Results:

### **Conversion Rate Improvement:**

In just 4 months, we managed to increase Kyno Health's conversion rate from 13.46% to an impressive 16.09%. This represented a 19.53% increase in conversion efficiency.

### **Lead Generation Success:**

The impact on lead generation was substantial. Monthly leads skyrocketed from 1156 to 2208, a remarkable 90% increase. These leads were not just quantitatively superior but also qualitatively aligned with Kyno Health's target audience.

### **Sustained Growth:**

The results achieved were not short-lived. Through continuous monitoring and optimization, the improved conversion rate and lead generation figures remained consistently high.

## Conclusion:

ADgyani's data-driven CRO strategies proved instrumental in boosting Kyno Health's online presence and lead generation capabilities. The collaboration demonstrated that conversion rate optimization, combined with user experience enhancements and compelling content, can lead to substantial growth in the healthcare sector. The success story of Kyno Health is a testament to the power of digital marketing when driven by insights and a commitment to quality.



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