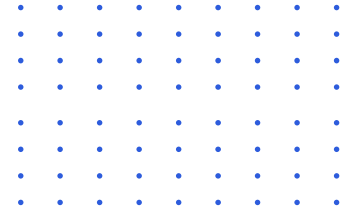




# CASE STUDY

**Category – Healthcare – Sexual Wellness**

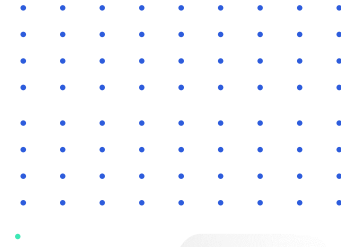
**Business Objective:** Driving Growth in Sexual Wellness  
Through Strategic Digital Optimization



# Client Overview

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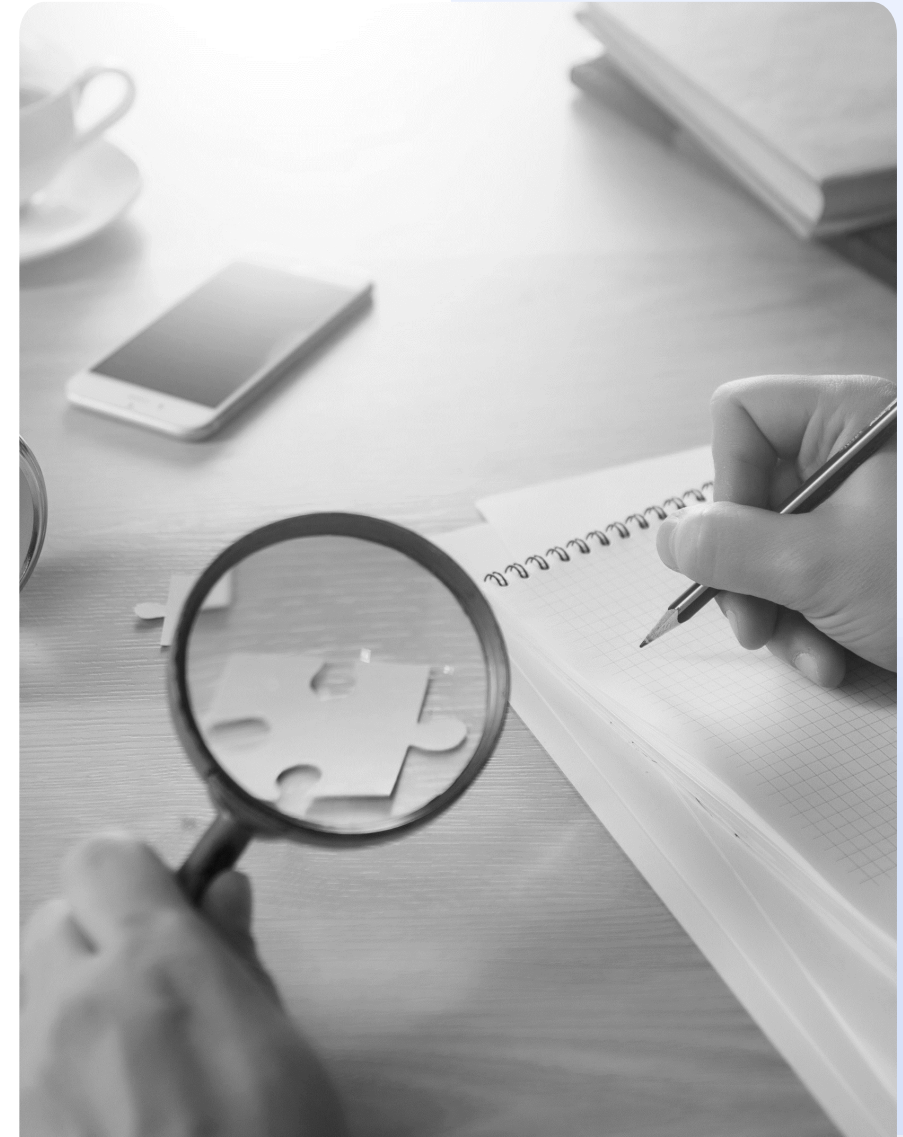
**Qurex** is a leading sexual wellness brand in India, committed to offering safe, discreet, and accessible solutions for sexual health. The brand aims to break the stigma surrounding sexual wellness while providing high-quality products and services that cater to the diverse needs of its customers.



# Challenges

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Despite its strong market presence, Qurex faced challenges in controlling its Customer Acquisition Cost (CAC) and increasing the number of appointments. The brand's paid campaigns across Facebook and Google were underperforming, and the conversion rates on the website were not meeting expectations. Additionally, there was a need to enhance the brand's visibility and organic reach through improved SEO and local search optimization.



# Objectives

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## Reduce CAC

Lower the cost of acquiring new customers.



## Increase Appointments

Boost the number of appointments booked through online channels.



## Optimize Website Conversion Rates

Improve the user experience and conversion rates on the website.



## Enhance Organic Reach

Strengthen SEO and local search presence to drive organic appointments.



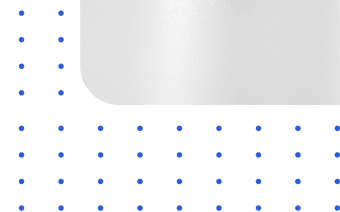
# Strategy & Execution

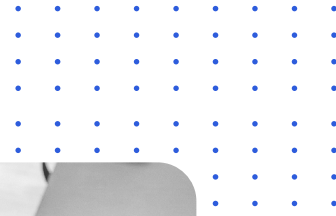
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To address these challenges, we implemented a multi-faceted strategy that focused on optimizing paid campaigns, enhancing website performance, and boosting organic visibility.

## Optimizing Paid Campaigns

- ✓ We conducted a thorough audit of Qurex's existing campaigns on Facebook and Google.
- ✓ Leveraging data-driven insights, we restructured the campaigns, focusing on high-intent keywords and audiences.
- ✓ Implemented A/B testing for ad creatives and landing pages to identify top performers.
- ✓ Introduced retargeting strategies to capture potential customers who had previously engaged with the brand but had not converted.



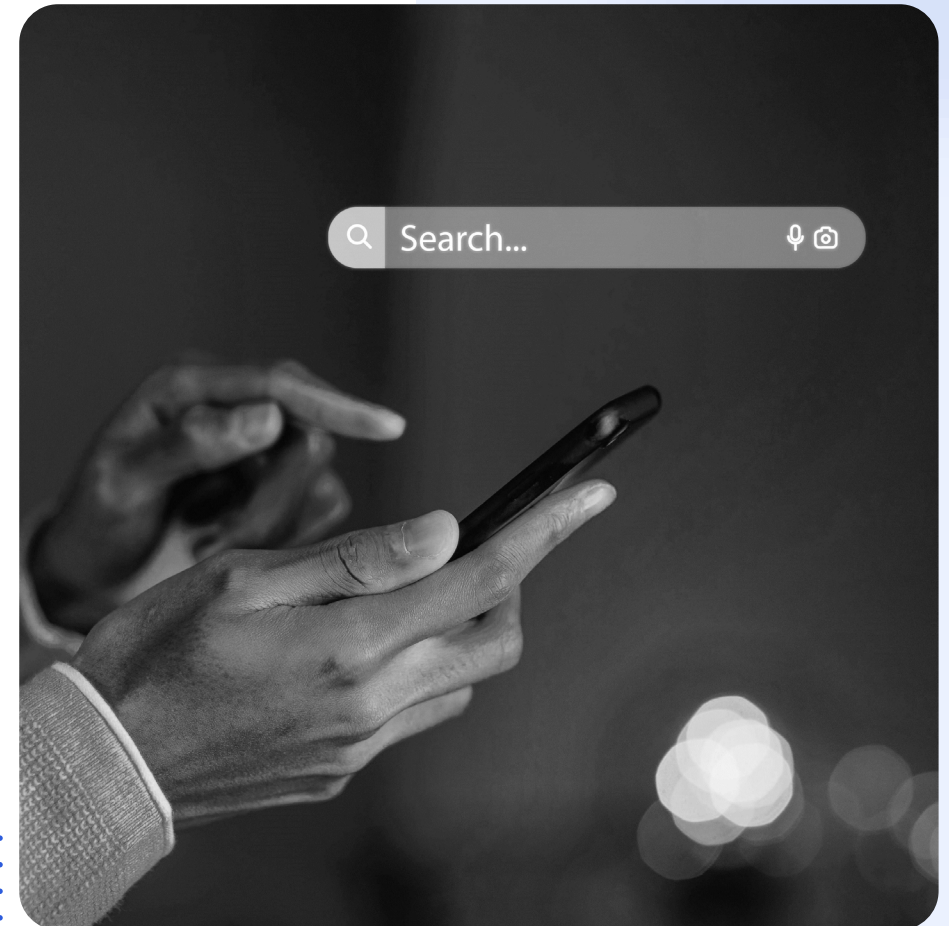
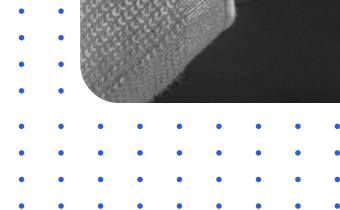


## Website Optimization for Conversion

- ✓ We carried out a detailed analysis of the Qurex website to identify areas with high drop-off rates.
- ✓ Made user experience (UX) improvements, including faster load times, more intuitive navigation, and clearer calls to action (CTAs).
- ✓ Optimized landing pages with persuasive content and design tailored to the needs of the target audience.
- ✓ Integrated conversion rate optimization (CRO) tools to continuously monitor and improve the website's performance.

## Building an Ecosystem of Google Business Profiles

- ✓ Created and optimized Google Business Profiles for Qurex across multiple locations to enhance local search visibility.
- ✓ Ensured consistent NAP (Name, Address, Phone number) information and utilized Google Posts to share updates, offers, and educational content.
- ✓ Encouraged satisfied customers to leave reviews, boosting the brand's credibility and attractiveness in local searches.





## SEO Enhancement for Organic Growth

- ✓ Conducted a comprehensive SEO audit to identify and address technical issues, optimize on-page elements, and improve site architecture.
- ✓ Focused on creating high-quality, relevant content that aligned with the search intent of Qurex's target audience.
- ✓ Built authoritative backlinks to strengthen the website's domain authority and search engine rankings.
- ✓ Targeted long-tail keywords related to sexual wellness, driving qualified organic traffic to the website.



# Results

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Within the first two months of implementing this strategy, Qurex achieved remarkable results:

01

**40% Reduction in CAC:** The cost to acquire a new customer was reduced by 40%, significantly improving the ROI of paid campaigns.

02

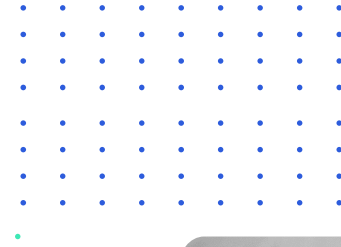
**35% Increase in Appointments:** The number of appointments booked online increased by 35%, reflecting the success of the combined efforts in paid campaigns, website optimization, and SEO.

03

**Enhanced Organic Presence:** The brand's organic search traffic saw a notable uptick, leading to more appointments being driven without additional ad spend.

04

**Improved Local Search Visibility:** The ecosystem of Google Business Profiles led to increased local search visibility, attracting more customers from nearby areas.

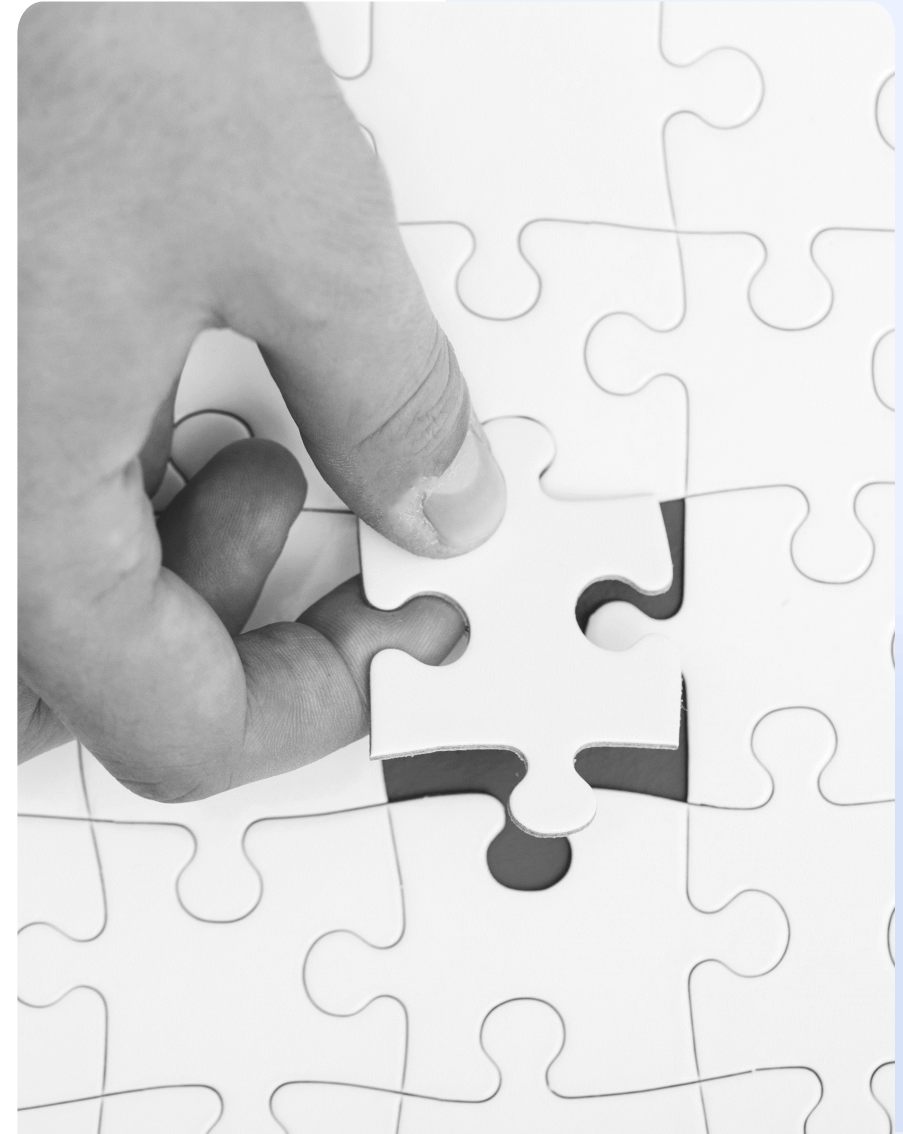


## Conclusion

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By optimizing paid campaigns, enhancing the website's conversion rates, building a strong presence in local search, and boosting SEO, we successfully helped Qurex achieve its goals. The significant reduction in CAC and the increase in appointments underscore the effectiveness of a holistic digital marketing strategy tailored to the unique needs of the brand.

Qurex continues to thrive in the competitive sexual wellness market, thanks to the strategic optimizations that have set a solid foundation for sustained growth





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