

Case Study: Diabetic Supply Company - 2,122% ROI

Company: Diabetic Supply Company, San Diego, CA

Industry: Healthcare

Challenge: Diabetic Supply Company was looking for ways to increase lead generation for their online purchasing website (they buy diabetic supplies). They were using a variety of paid advertising channels, and they work, but they were looking to increase their results. They were spending a lot of money on advertising, but wanted to get a better return on investment.

Solution: Diabetic Supply Company decided to try using AI generated search leads. They used both site visitors and search leads filtered against their current customer database to avoid duplicate leads. AI generated search leads are pre-qualified since they are either visitors to their site or searched exactly what the company is offering, so a perfect fit for an audience. They added the AI generated search leads to their FB audiences and built look-alike audiences.

Results: Diabetic Supply Company started using AI generated search leads in the fall of 2023. In the first month, their ROI increased by 200%. In the next 3 months, it increased another 300%. And now, 5 months later, their ROI is 2,122%, up from 1,385%. On average, this campaign is now generating 59 orders and purchases of \$18,557.00 per week at a total cost of \$835 (advertising and leads). This is up from \$7-\$9k per week when they started so over double their original weekly purchases.

Diabetic Supply Company is very pleased with the results they are getting AI generated search leads and continue to use them. They are now planning to expand their marketing with postcard and email campaigns to both visitor and search leads. Of course they already have a positive return from their leads investment so the only costs will be postage, printing and emailing costs.

Company founders call these leads ‘a no brainer’ and said this cuts their lead acquisition in half compared to other advertising. Plus they can now further nurture these leads in various ways. They are confident that AI generated search leads will continue to be a valuable source of leads for their business.

Conclusion: AI generated search leads are a great way for most businesses to generate high-quality, pre-targeted leads. They are a truly cost-effective way to reach potential customers and drive revenue.

Last week: Jan 7, 2024 – Jan 13, 2024

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

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Rules

View Setup

Columns: TMAds Report

Breakdown

Reports

Export

Results	Reach	Impression	Cost per result	Amount spent	Ends	Schedule	Purchase	Website purchase	Purchases conversion value	Website purchases conversion...
59 Website purchases	5,208	19,214	\$6.53 Per Purchase	\$385.00	Ongoing	Oct 28, 2021 – Ongoing	59	59	\$18,557.00	\$18,557.00
Website Purchase	—	—	— Per Purchase	\$0.00	Ongoing	Sep 28, 2022 – Ongoing	—	—	\$0.00	\$0.00
Website Purchase	—	—	— Per Purchase	\$0.00	Ongoing	Oct 28, 2021 – Ongoing	—	—	\$0.00	\$0.00
59 Website purchases	5,208 Accounts Center...	19,214 Total	\$6.53 Per Purchase	\$385.00 Total Spent			59 Total	59 Total	\$18,557.00 Total	\$18,557.00 Total