

CASE STUDY

Scaling Patient Acquisition for a Personalized Wellness Brand in the U.S.

A confidential U.S.-based wellness brand needed a scalable paid acquisition system that could increase qualified consultation bookings while improving advertising efficiency.

INDUSTRY Healthcare & Preventive Wellness	LOCATION United States
SERVICES Personalized wellness programs, preventive care consultations, health assessments	ADVERTISING PLATFORMS Google Ads, Meta Ads (Facebook & Instagram), Reddit Ads
CLIENT Name is under NDA	TIMEFRAME 90 days

Challenge

A U.S.-based wellness brand wanted to increase qualified consultation bookings while maintaining an efficient customer acquisition cost. The company already had an online presence, but its paid campaigns generated inconsistent lead quality and low conversion rates.

Results After 90 Days

3.2x

Increase in
consultation
bookings

-41%

Cost per qualified
lead

+78%

Conversion rate

2.1x

ROAS improvement

- Significant growth in recurring wellness program enrollments.

Our Strategy

The acquisition system was rebuilt around three channel roles: Google Ads captured high-intent demand, Meta Ads educated and built trust, and Reddit Ads reached engaged health-conscious communities.

Google Ads

Search campaigns were restructured around high-intent keywords connected to consultation and wellness program demand.

Keyword clusters included:

- preventive health consultation
- personalized wellness program
- health optimization clinic
- functional medicine consultation
- wellness assessment near me

Key improvements:

- separated branded and non-branded campaigns
- implemented advanced conversion tracking
- optimized landing pages for appointment bookings
- expanded high-performing keyword clusters
- continuously adjusted bids based on consultation value

Meta Ads

Instead of relying heavily on audience targeting, the focus shifted to creative testing and platform-native messaging.

- educational video ads
- patient success stories
- wellness-focused carousel ads
- lead generation campaigns
- Advantage+ campaign optimization

More than 40 creative variations were tested to identify the highest-performing messaging for different audience segments.

Reddit Ads

Targeted campaigns were launched in relevant wellness communities to reach users already discussing health, lifestyle, prevention, and optimization.

Targeting focused on users interested in:

- preventive healthcare
- nutrition
- longevity
- biohacking
- fitness
- healthy lifestyle

Community targeting was combined with keyword targeting to reach users actively researching wellness solutions.

Key Success Factors

- Platform-specific messaging instead of one-size-fits-all creatives.
- Continuous A/B testing of headlines, offers, creatives, and landing pages.
- Advanced conversion tracking across every stage of the booking funnel.
- Budget allocation based on profitability rather than traffic volume.
- Weekly optimization using first-party performance data.

Conclusion

By combining Google Ads to capture high-intent searches, Meta Ads to educate and build trust, and Reddit Ads to engage health-conscious communities, the brand established a scalable patient acquisition system that consistently generated qualified consultation bookings while improving advertising efficiency across all channels.