



Aero2goTM Chamber

CAMPAIGN OVERVIEW

WEBINAR OMNICHANNEL APPROACH

WEBINAR INVITATION

Marketing Driven:

- Customized email blast
- Social media ads
- 3rd parties network

Reps Driven:

- Personalized message
- Referrals

WEBINAR DAY

- Audience engagement through poll and survey questions
- QnA session

FOLLOW UP EMAILS

- Thank you emails sent
- Open and click activities tracked, passing information to the reps to further follow up

LEADS NURTURE

- Reps to follow up with the hot leads based on the tracked clicks
- Personalized message to nurture leads up the ladder

AD GROUPS TARGETED

NEW COPD PATIENTS



1

Age: 50-65+

Interests: Walking, hiking, jogging, recreational fishing, yoga, running, golf

Education: Graduate or Degree Level

ACTIVE ADULTS



2

Age: 25-50

Interests: Walking, hiking, jogging, swimming, running

Education: Graduate or Degree Level

PARENTS



3

Age: 25-45

Matching: Parents with children (0-5), (6-8), (9-12)

Education: Graduate or Degree Level

BUDGET BREAKDOWN



1

TIKTOK

14%



2

FB/IG AWARENESS

17%



3

FB/IG TRAFFIC

61%



4

YOUTUBE/GOOGLE

9%

~\$70,000 SPENT

OVERALL RESULTS

\$68,570

COST

11.7M

IMPRESSIONS

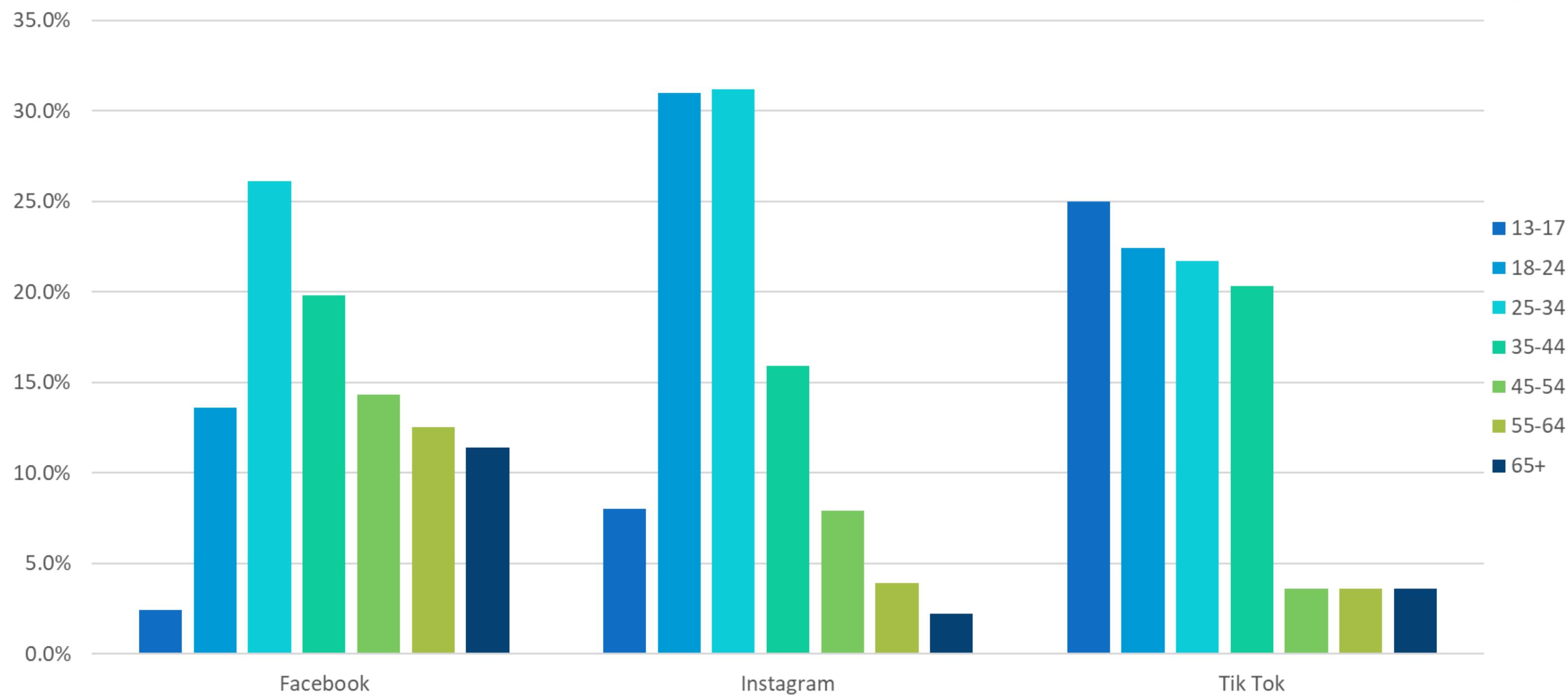
101k

CLICKS

0.52

AVG CPC

AGE DISTRIBUTION PER PLATFORM



The background features a dark blue gradient with large, semi-transparent logos of Facebook and Instagram. The Facebook 'f' logo is on the left, and the Instagram camera logo is on the right.

FACEBOOK & INSTAGRAM

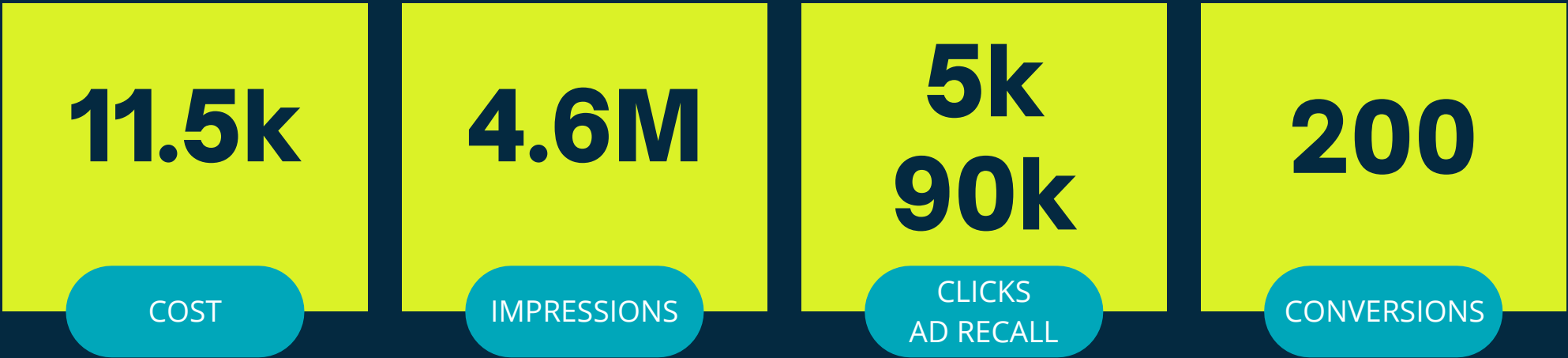
FACEBOOK/INSTAGRAM OVERALL RESULTS



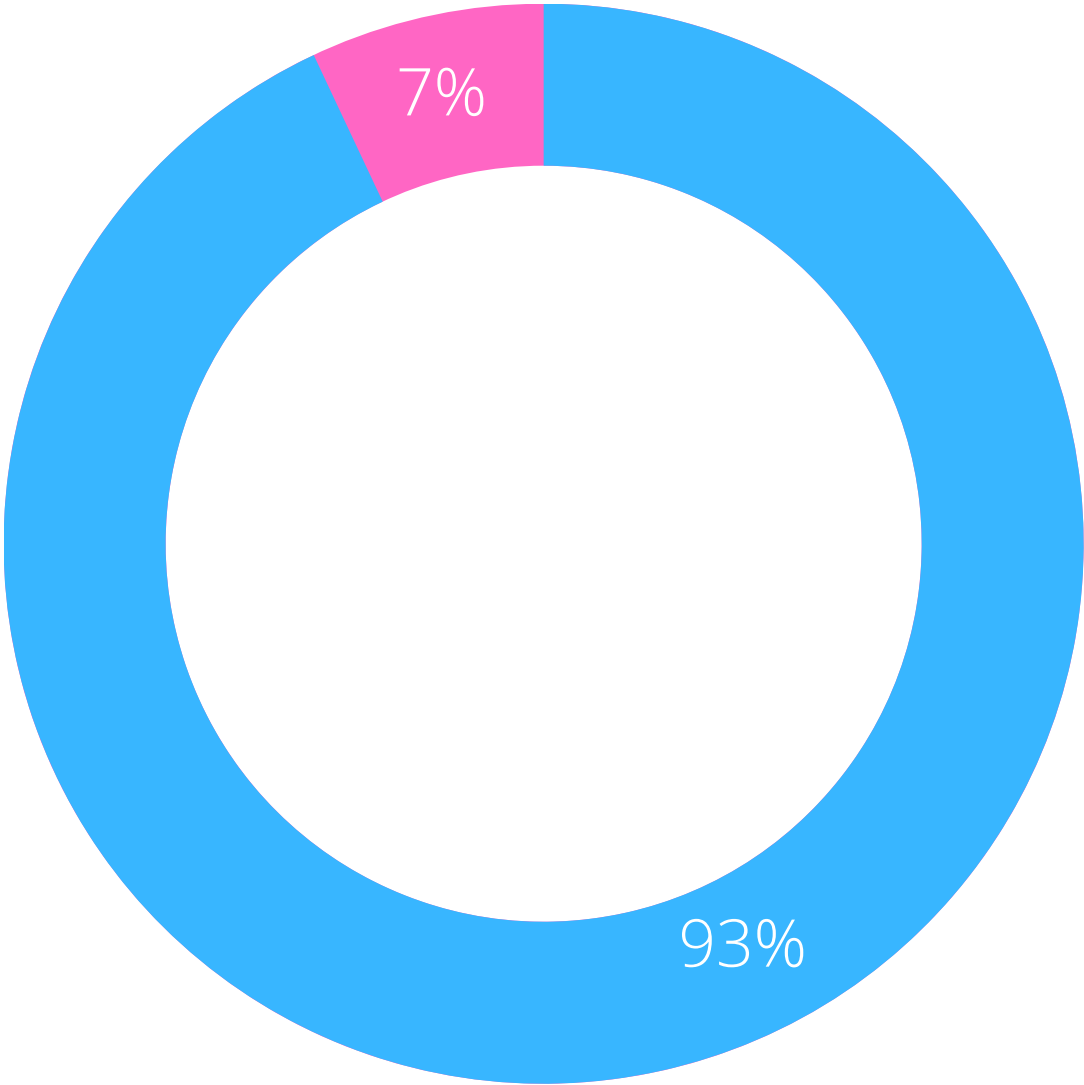
FACEBOOK/INSTAGRAM TRAFFIC RESULTS



FACEBOOK/INSTAGRAM AWARENESS RESULTS



IMPRESSIONS BY PLATFORM



Facebook Instagram

IMPRESSIONS BY REGION



0 3.75M



Aero2go DELIVERS INHALER MEDICATION
Chamber **BETTER THAN THE INHALER ALONE.**^{1,2}



[Learn more](#)

47 Comments 79 Shares



I literally just got this one and man what a world of difference when taking your doses

KEY TAKEAWAYS



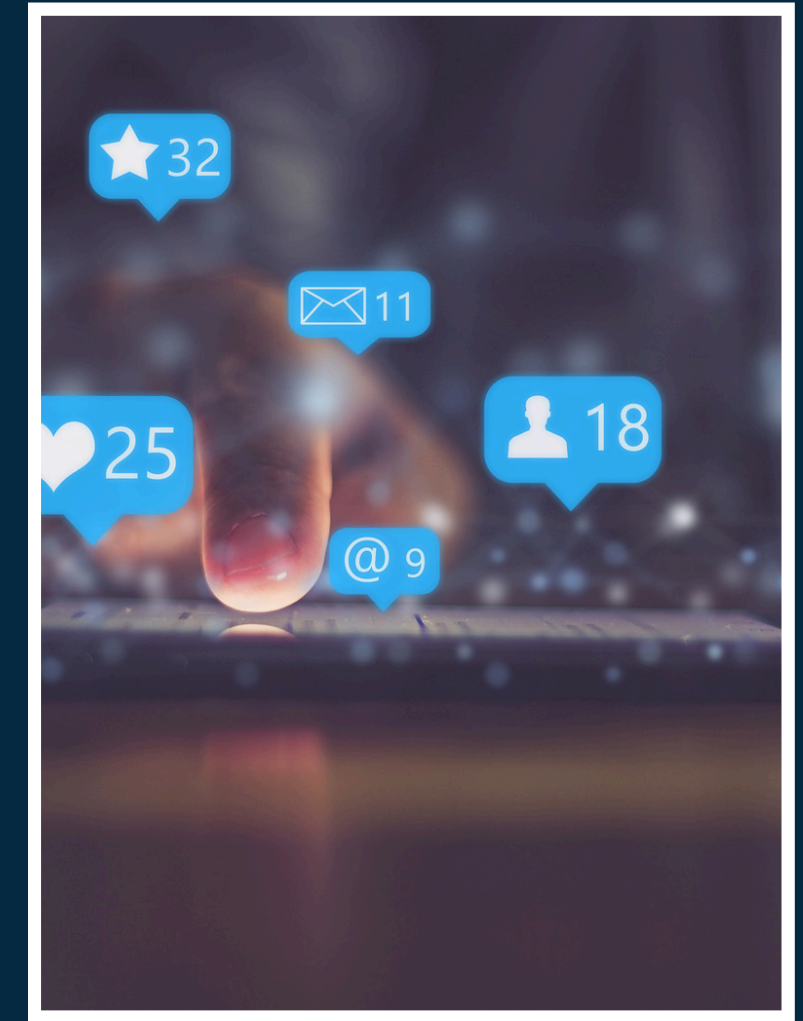
On a high level, Facebook and Instagram are the **most reliable platforms** to advertise on moving forward, especially to patients. These platforms are effective in generating great reach across all different demographics. In addition, brands have been advertising within these platforms for much longer than others making them the most reliable or consistent platforms to advertise on moving forward.



CPC for ads targeting parents of children and teenagers was **significantly higher** than other ad groups. It might be beneficial to utilize Instagram and TikTok exclusively for this group, as these platforms pertain to a younger demographic. In addition, it would be beneficial to further define this group of individuals in order to identify how to best target them in future campaigns.



Awareness campaigns were conducted in scale for our first time and they were successful in **generating significant impressions over a short time** with minimal spend. It would be beneficial to continue use of this type of campaign moving forward specifically, with introduction of new products or offerings.



User interaction was most present on ads targeting new COPD patients. Ads targeting new **COPD patients generated roughly 550 likes, 100 comments and 200 shares**. When looking for user insight, this is the group that should be targeted as they appear to be the most engaged.



TikTok



TIKTOK

@tiktok 

Following

Followers

Likes

Follow



TIKTOK

\$9,660

SPEND

2.5M

IMPRESSIONS

24.3K

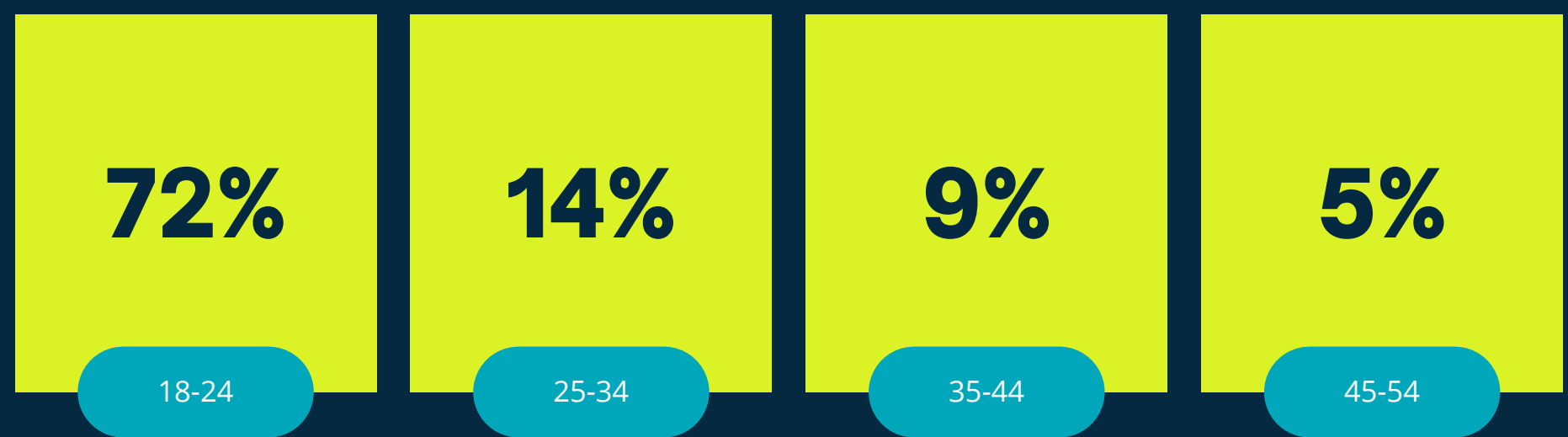
CLICKS

0.35

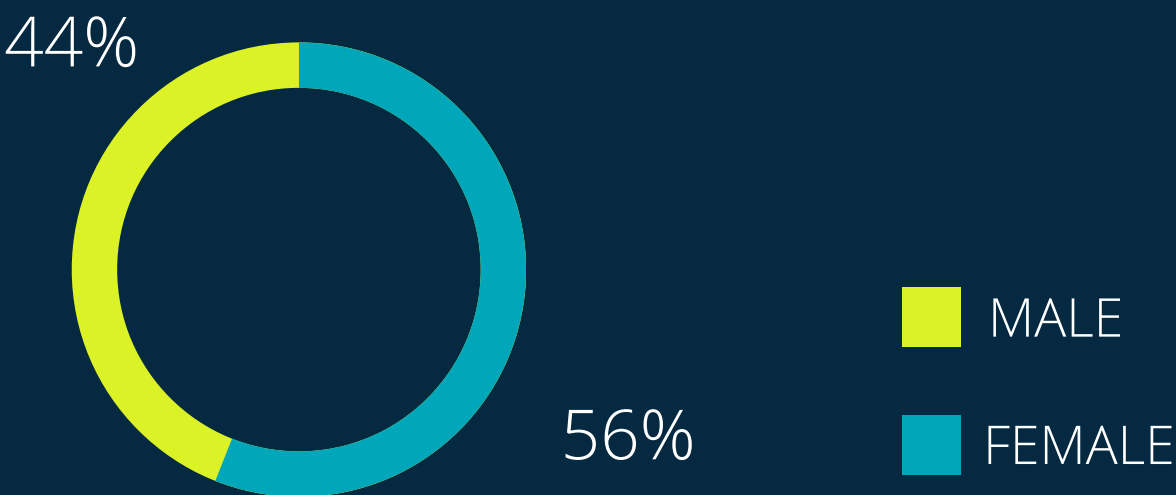
CPC

TIKTOK DEMOGRAPHICS

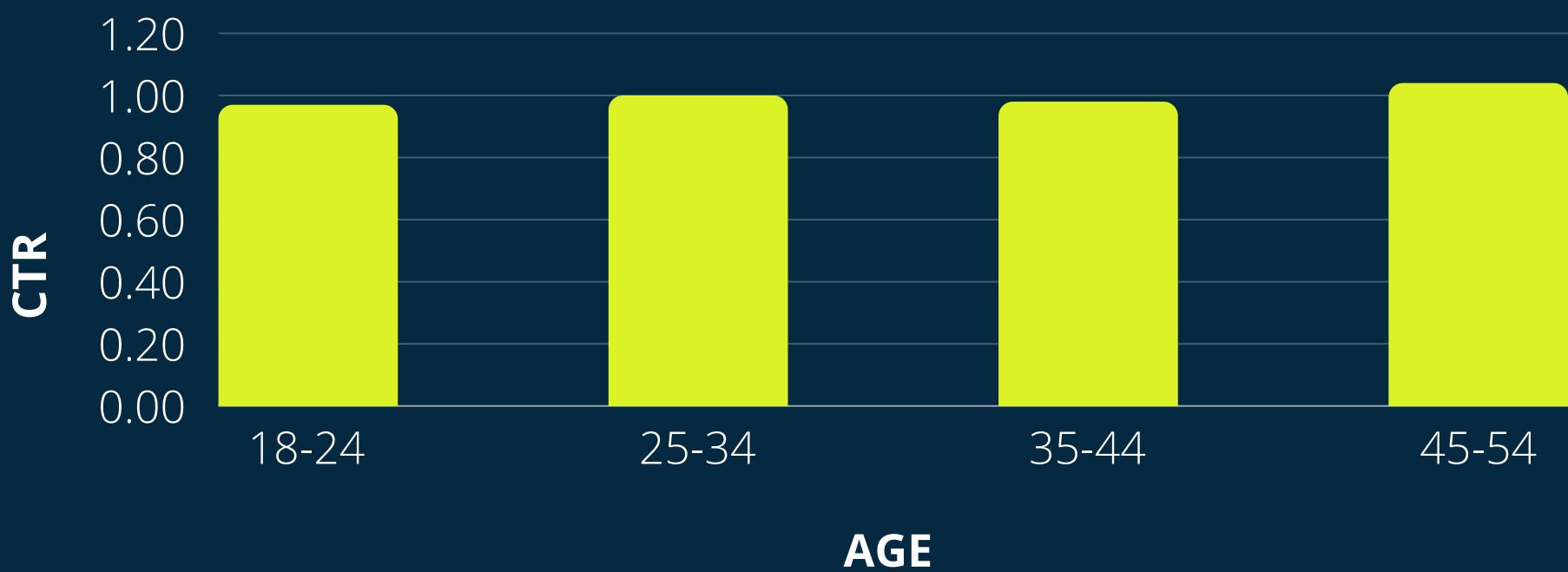
IMPRESSIONS BY AGE



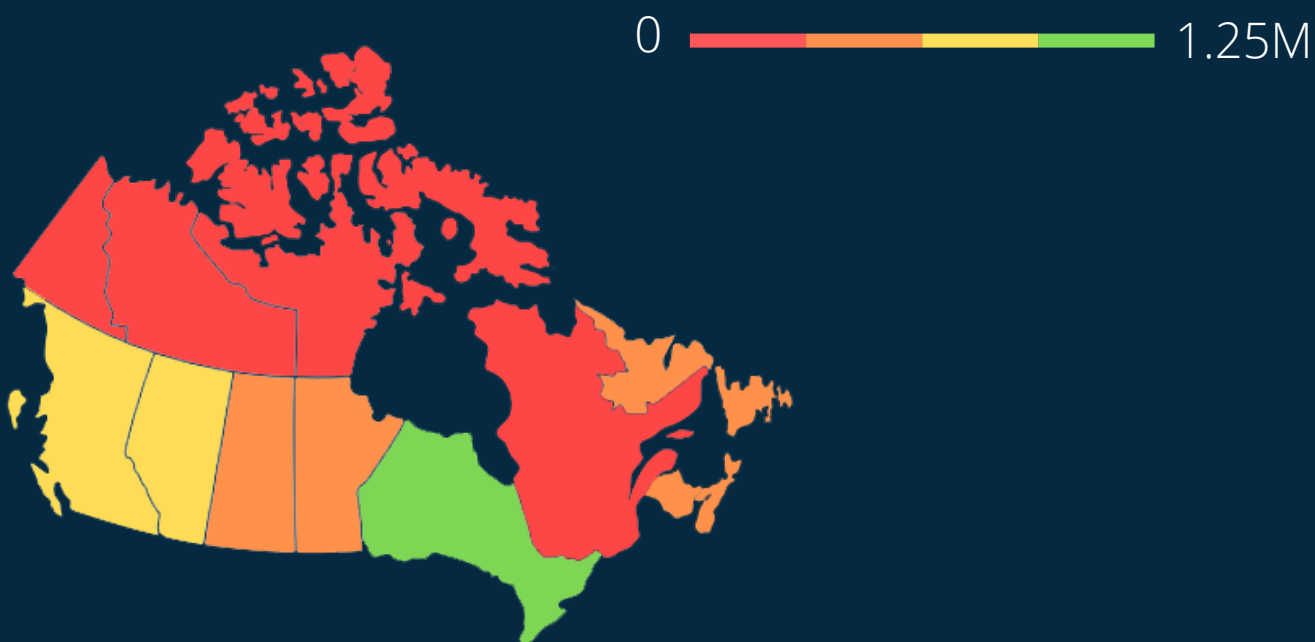
IMPRESSIONS BY GENDER



CLICKTHROUGH RATE BY AGE



IMPRESSIONS BY LOCATION



KEY TAKEAWAYS



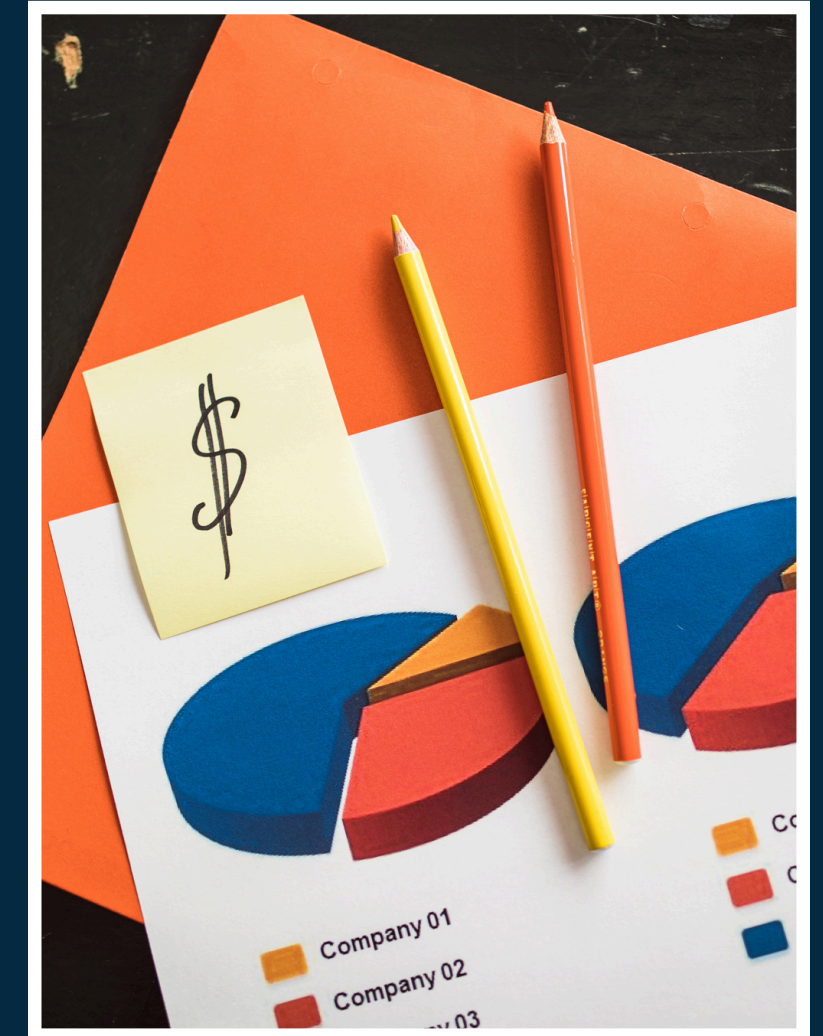
TikTok is a great platform to leverage when trying to appeal to a **younger demographic** (18 and 34). As such, leveraging **trending lifestyle** and how our products can add value would be beneficial in maximizing our campaigns on TikTok moving forward.



While a younger demographic was reached on this platform through in-feed paid advertising, influencer marketing could be an alternative method which could help in reaching other and more specific audiences, which could help us to appeal to a **more relevant** audience for the products in which we are offering. (Those with relevant conditions or creators focused on topics related to health)



The potential use of a brand account for organic advertising on the platform would be beneficial as **organic traction is much more attainable** through TikTok when compared to other platforms. Many brands are taking advantage of the TikTok algorithm by following trends and relating them to the products or services they are trying to promote.



At a high level, TikTok produced great results in comparison to other platforms with respect to **impressions and clicks** for the amount spent. It would be beneficial moving forward to develop a more in-depth plan/analysis for future advertising on the platform to minimize restrictions and ensure that the high-level metrics are generating overall conversions, helping to reach company goals.

A person's hands are holding a smartphone. The screen of the phone displays the YouTube logo, which is a red play button inside a white rounded rectangle. The background is a blurred image of a laptop keyboard and screen, suggesting a workspace or office environment. The entire image has a dark blue overlay.

YOUTUBE | GOOGLE

YOUTUBE/GOOGLE

\$5,450

SPEND

1.2M

IMPRESSIONS

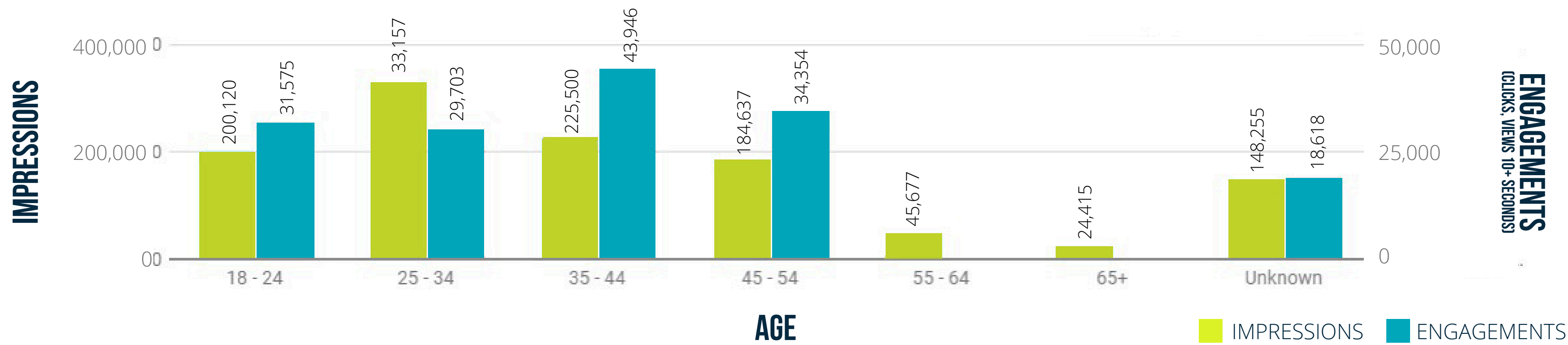
160K

INTERACTIONS

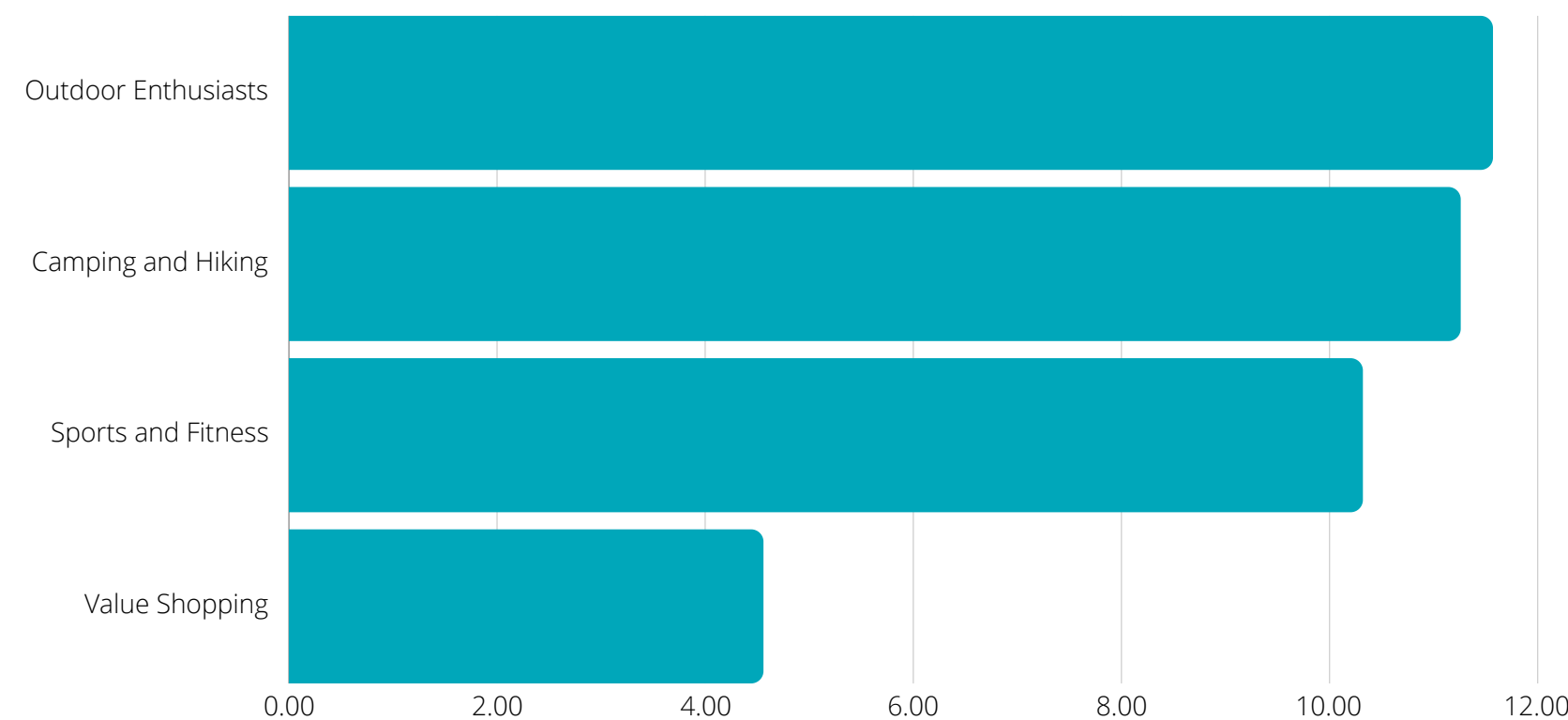
13.7%

INTER. RATE

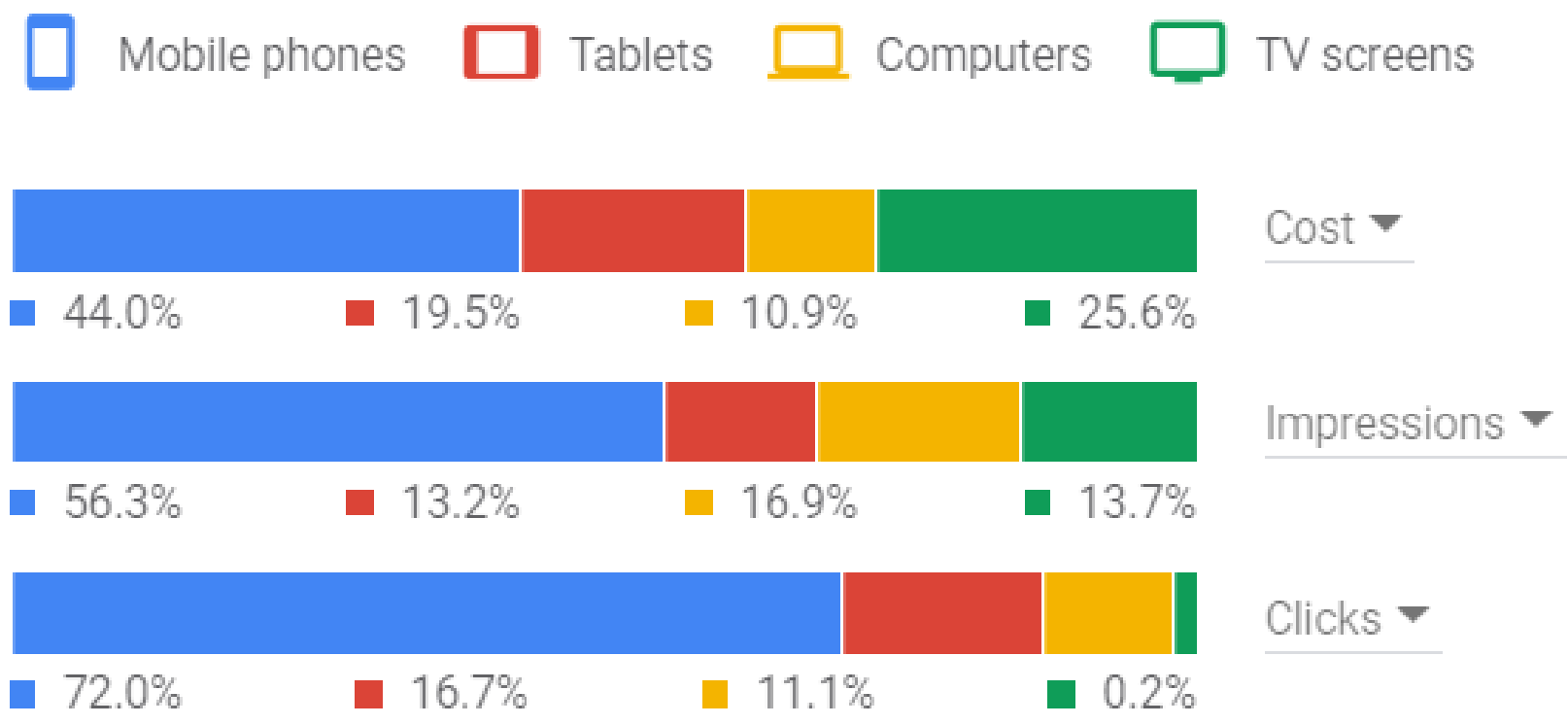
IMPRESSIONS VS. ENGAGEMENTS BY AGE



VIEW RATE (%) BY INTERESTS



COST, IMPRESSIONS AND VIEWS BY DEVICE TYPE



KEY TAKEAWAYS



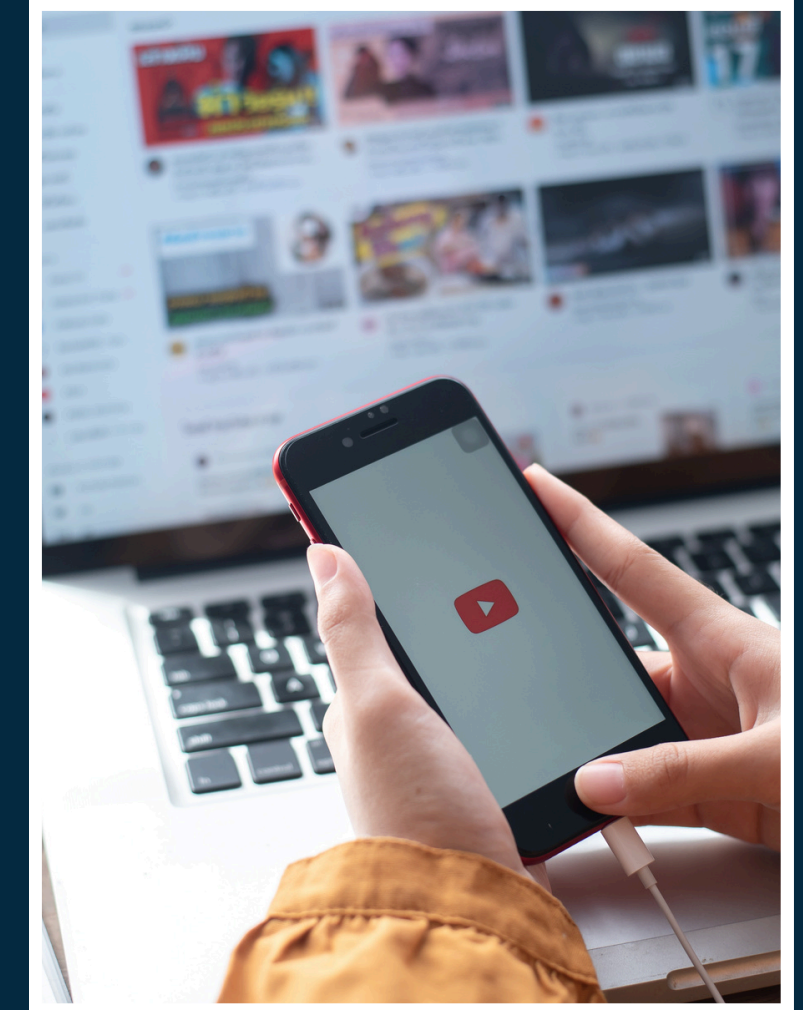
By advertising through Google's display network and through YouTube's in-feed video advertising, we were able to generate significant **impressions for a relatively low cost**. However, **clicks were significantly reduced** when compared to other platforms. For this reason, it might be beneficial in the future to use this platform when our overall goal is gaining awareness.



Moving forward, **content should remain under the 10s** threshold to ensure the entire video can be set to play through without the ability to skip. In addition, a graph on the previous page shows far greater results on mobile devices when compared to others and therefore, a reduction in duration of future assets should best match the consumer shift to mobile devices.



Youtube was successful in **appealing to a younger demographic** specifically, those within the typical ages of parents with younger children. For this reason, and considering the lack of results for this demographic on platforms like Facebook, it might be beneficial to consider targeting this group through Youtube in future campaigns.



Moving forward on the platform, it might be beneficial to look deeper into the other advertisement types available. There are multiple methods of advertising available on the platform and methods such as **the "non-skippable" option** although more expensive, might be better in the long-run.