

Customer acquisition campaign that focused on using Facebook ads and display retargeting as the main channels for acquisition

Company Overview

Flint Rehab is a rehabilitation device company that uses the latest clinical research and innovative ideas to create effective tools for stroke recovery.



The Product

Flint Rehab's signature product, The MusicGlove, is a next-generation rehab device that was designed to help stroke patients regain hand movement within two weeks. The MusicGlove retails for \$489.

Goal

In November 2016, Flint Rehab wanted to have a week long Cyber Monday sale. During the sale The MusicGlove would retail for \$299.

Campaign

Root Marketing developed a customer acquisition campaign that focused on using Facebook ads, display retargeting and email marketing as the main channels for acquisition during the Cyber Monday sale. Root Marketing built a number of different custom audiences and lookalike audiences inside Facebook that could be leveraged during the campaign. We also collaborated with Flint Rehab as to the frequency of emails that would be sent out during the sale and the messaging of those emails.

The Results

Flint Rehab invested in advertising during their Cyber Monday Sale. Root Marketing helped Flint Rehab generate sales from Facebook ads, Display Retargeting and emails marketing during the campaign. This resulted in a **994%** return on ad spend (ROAS).

Services Performed

- Facebook Page Maintenance
- Facebook Advertising
- Content Development
- Landing Page Development
- Email Marketing
- Copywriting