

# 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.



## Goal

In February 2017, Flint Rehab wanted to sign up stroke survivors for a 30-day free trial with their *MusicGlove*. Everyone participated had the option to purchase the *MusicGlove* at a discounted price of \$399 at the end of their free trial. In order to participate in the trial, each participant had to sign up through Flint Rehab's website and enter their credit card information in order to receive the product. Flint Rehab hired Root Marketing to help them sign up as many people as possible for their free trial offer.

## Campaign

Root Marketing developed a customer acquisition campaign that focused on using Facebook ads and display retargeting as the main channels for acquisition. Root Marketing built a number of different custom audiences that took advantage of Flint Rehab's existing website visitors as well as used interest targeting to advertise to stroke survivors and their family members who might not be aware of Flint Rehab.

## The Results

Root Marketing was able to take Flint Rehab's February advertising investment and sign up a number of people for a free trial. Flint Rehab reported that roughly half of the people who signed up for the free trial then went on to purchase The *MusicGlove*. This campaign resulted in a **452.55%** return on ad spend (ROAS) for Flint Rehab.

## Services Performed

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