



NATIONAL HEARING TEST

NATIVE LEAD GENERATION FOR MARKET-LEADER HEARING AID RESELLER –
HUNGARY & POLAND

THE TASK

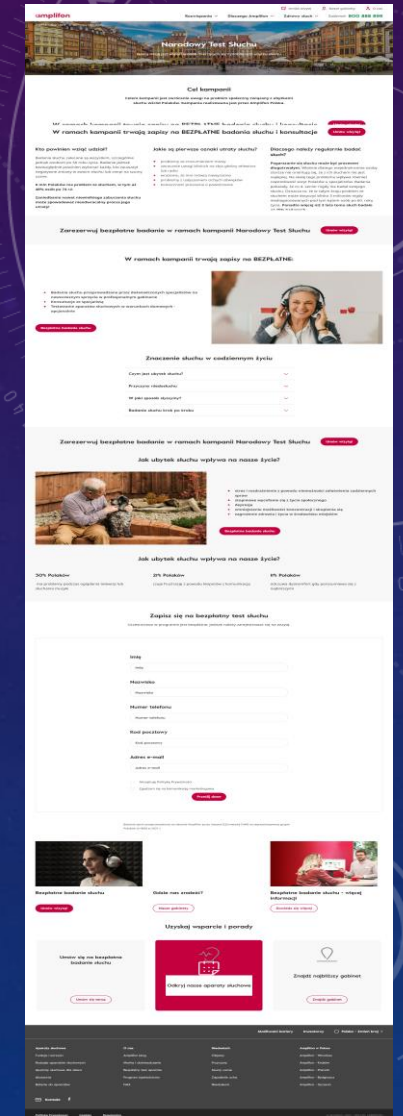
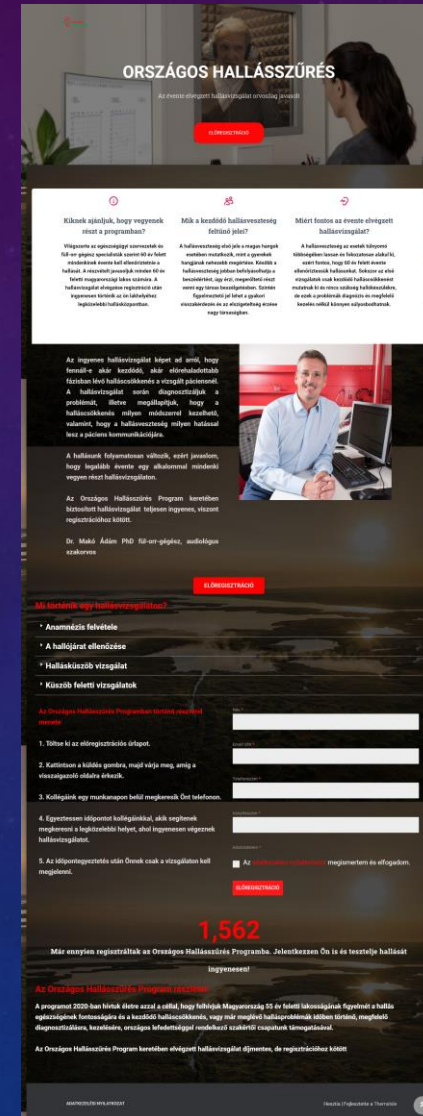
- In Eastern-Europe people have access to a free national healthcare system. However this system is often slow and overloaded with people waiting for their appointments and treatments.
- When it comes to hearing aid purchase, patients have to participate in a hearing test before they are eligible to receive any state funds to purchase a hearing aid. People above age 65 are tend to trust the free healthcare system more, however there is an the opportunity to go to the private market to purchase a hearing aid with the same state subsidies.
- Amplifon Global is an italian (=foreign) brand which sells hearing aids for people with hearing problems. The issue is that an italian company has less trust in the eyes of Eastern-European patients, so direct branded lead generation is difficult, since people do not want to share their data.
- The task is to generate a load of leads to 165 hearing aid stores across Hungary & Poland.

THE IDEA

- The idea is coming from Covid pandemic times where people were more aware of state-originated & health-related communications.
- So I've looked up the national healthcare agency's brandbook, finding out that they don't promote anything regarding good hearing.
- The idea was establishing a healthcare programme with a strong medical approach, where people over 65+ are more aware of hearing-health, but instead of advices, the tone of voice is much more instructive. A medical approach combined with a state-related directing voice should have the real impact.

IMPLEMENTATION

- I've a one-pager website, where people are able to find every basic info about the programme. I've also created a full digital environment (analytics, ads accounts, social media, etc.).
- At asset creation I've created state-related logos and medical themed assets.
- When it came to text assets all of the call to actions was like „don't postpone your hearing test” & „above age 65, apply immediately”



ASSETS

 **Országos Hallásszűrés**
Sponsored · 

Felhívjuk a 60 év feletti lakosság figyelmét az évente esedékes hallásvizsgálat fontosságára. Regisztráljon Ön is és vegyen részt az Országos Hallásszűrés Programban.



FORM ON FACEBOOK
Ingyenes Regisztráció
Országos Hallásszűrés 20...

[Apply now](#)

  Sándorné Kék... 10 Comments 7 Shares

 Like  Comment  Share



**A jó hallás
életet menthet**

 országos
hallásszűrés

**Poszukujemy 30 osób
na bezpłatne badanie
słuchu w Warszawie**



 narodowy
test słuchu
w Warszawie 



**A jó hallás
életet menthet**

 országos
hallásszűrés



**Dobry słuch
ratuje życie**

 narodowy
test słuchu 

RESULTS

Campaign	l	Tags	Bidstra	Bud	Atsett	Results ↓	Reach	Impressions	Cost per result
[LEAD] Generic fb leadgen	●		U..	U..	7..	830 On-Facebook Leads	395,507	1,651,896	Ft2,644 Per On-Facebook L...
[Lead] 2022 May - Retarget	Off		H..	F..	7..	574 On-Facebook Leads	249,597	1,055,176	Ft2,817 Per On-Facebook L...
[CONV] Generic website leadgen	Off		U..	U..	7..	532 thank you page hit	278,594	1,206,096	Ft2,870 Per thank you pag...
[Lead] 2022 april - Retarget	●		H..	F..	7..	274 On-Facebook Leads	169,487	524,459	Ft2,702 Per On-Facebook L...
[Lead] 2022 Januar - retarget- orvosos	Off		H..	F..	7..	252 On-Facebook Leads	200,553	503,279	Ft2,149 Per On-Facebook L...
[Lead] 2022 Januar - Cold	Off		U..	U..	7..	213 On-Facebook Leads	208,056	586,924	Ft2,876 Per On-Facebook L...
[Lead] 2022 July - Retarget	●		H..	F..	7..	209 On-Facebook Leads	164,843	425,799	Ft2,917 Per On-Facebook L...
[LEAD] Remarketing - Amplifon engagers	Off		H..	F..	7..	81 On-Facebook Leads	66,370	145,615	Ft2,952 Per On-Facebook L...

100k+ users reached with 12k eur budget

1408 leads generated

864 appointments booked

652 hearing test performed

572

Hearing aids sold

Hearing aid ASP:
750 eur
ROAS: 34,75

Forrás/médium ?	Ugyfélszerzés			Viselkedés			Konverziók	
	Felhasználók ? ↓	Új felhasználók ?	Munkamenetek ?	Visszafordulási arány ?	Oldal / munkamenet ?	Munkamenet átlagos hossza ?	thank you page hit (1. cél konverziós aránya) ?	thank you page hit (1. cél teljesülései) ?
	18 573 % a teljesből: 100,00% (18 573)	17 926 % a teljesből: 100,01% (17 925)	21 164 % a teljesből: 100,00% (21 164)	88,38% Átl. a következő nézethez: 88,38% (0,00%)	1,19 Átl. a következő nézethez: 1,19 (0,00%)	00:00:24 Átl. a következő nézethez: 00:00:24 (0,00%)	6,65% Átl. a következő nézethez: 6,65% (0,00%)	1 408 % a teljesből: 100,00% (1 408)
1. google / cpc	9 627 (51,48%)	9 377 (52,31%)	10 812 (51,09%)	92,23%	1,11	00:00:17	2,48%	268 (19,03%)
2. facebook / conversion	8 405 (44,95%)	7 964 (44,43%)	9 593 (45,33%)	84,54%	1,26	00:00:31	10,99%	1 054 (74,86%)
3. l.facebook.com / referral	352 (1,88%)	306 (1,71%)	376 (1,78%)	79,26%	1,36	00:00:33	14,10%	53 (3,76%)