

Success Story

How Postcura Boosted Lead Growth by 194% with a Remarketing Strategy

EXECUTIVE SUMMARY

Postcura aimed to increase lead quality and engagement through a strategic Meta Lead Ads remarketing campaign. By leveraging first-party data, Postcura targeted audience segments across different stages of the sales funnel, including website visitors, users who had received offers, and those in the offer consideration phase. This segmentation allowed resulting in a **194%** increase in qualified leads within 4 months and **64%** decrease in cost per lead.

THE RESULTS

23.7%

*Conversion Rate
Lead to Marketing Qualified Lead Ratio*

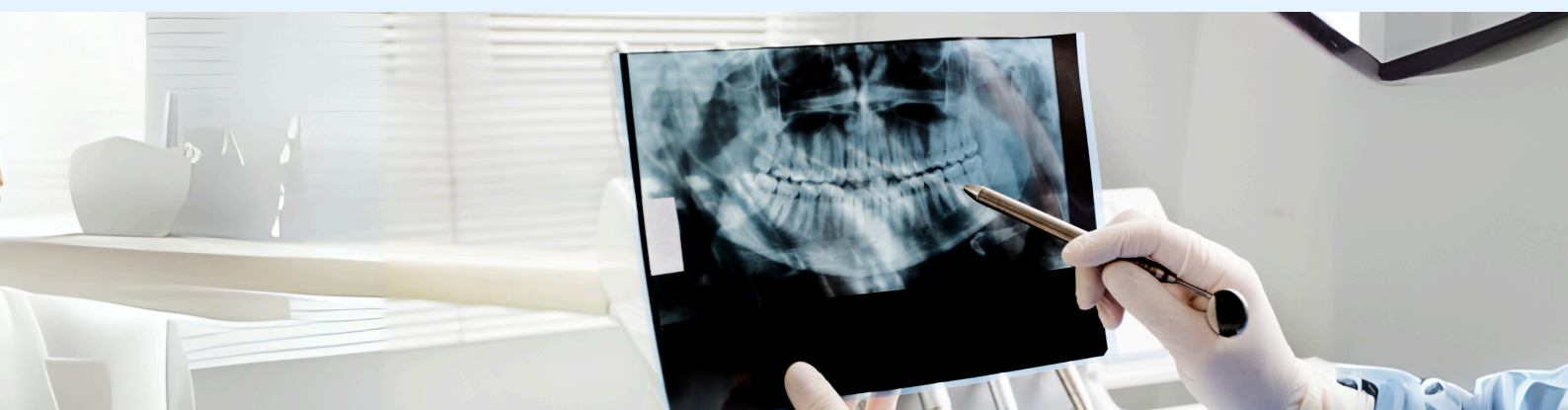
64% ↓

*Decrease in Cost per Lead
From 60£ to 25£*

ABOUT POSTCURA

Postcura aims to democratise access to premium dental services, creating a care experience that patients love to share with others, promoting a model of dental tourism that is not only about affordability and quality but also about comfort, confidence, and peace of mind.

It facilitates dental tourism, where patients receive treatments at clinics chosen for their advanced technology and commitment to quality. This is paired with a high level of professional knowledge and digital innovations, ensuring a comprehensive service and peace of mind that addresses every aspect of the dental care journey. Combining top-tier professional expertise and a personal touch with cutting-edge technology, Postcura provides seamless, high-quality dental care that enhances health, self-confidence, and overall quality of life.





CHALLENGE

The United Kingdom stands as one of the most competitive markets in health tourism, presenting Postcura with the challenge of enhancing lead quality and engagement through its digital marketing efforts. While Meta Lead Ads were already in use, the business required a more robust strategy to effectively target and nurture leads across various stages of the sales funnel—ranging from website visitors and offer recipients to those actively considering offers. The objective was to transform these leads into highly qualified prospects while simultaneously optimizing the cost per lead.

SOLUTION

Postcura implemented a strategic **remarketing campaign** using Meta Lead Ads, leveraging first-party data to target specific audience segments. By segmenting users based on their interaction with the website and offers, Postcura was able to reach users at different stages of the sales funnel. Additionally, the campaign incorporated a Lookalike audience, expanding the reach to similar users who were likely to convert.

THE RESULTS

109%+

Click Through Rate

64% +

Improvement of Unqualified Leads



Dr Ilay Maden ★★★★★

Co-founder of Postcura

Collaborating with Digipac Consultancy has been an invaluable experience for Postcura. Their deep expertise in Meta Lead Ads and audience segmentation allowed us to achieve a remarkable increase in qualified leads while effectively managing and reducing costs. What truly stood out was their thoughtful and tailored approach—taking the time to understand our goals, audience, and unique challenges. Their professionalism and commitment to delivering results were evident in every step of the process. Beyond just numbers, they helped us build stronger connections with their network and create an opportunities for brand growth. We've gained not only better results but also a partner who truly understands our mission.