

DIGITAL MARKETING CASE STUDY

AOR (CANADA)





THE OBJECTIVE

AOR (Canada) is the biggest and main branch of the AOR company. AOR specializes in providing natural, plant based health supplements

Our services provide quality post material, conversion advertising campaigns, promotional brand awareness and product launch campaigns.



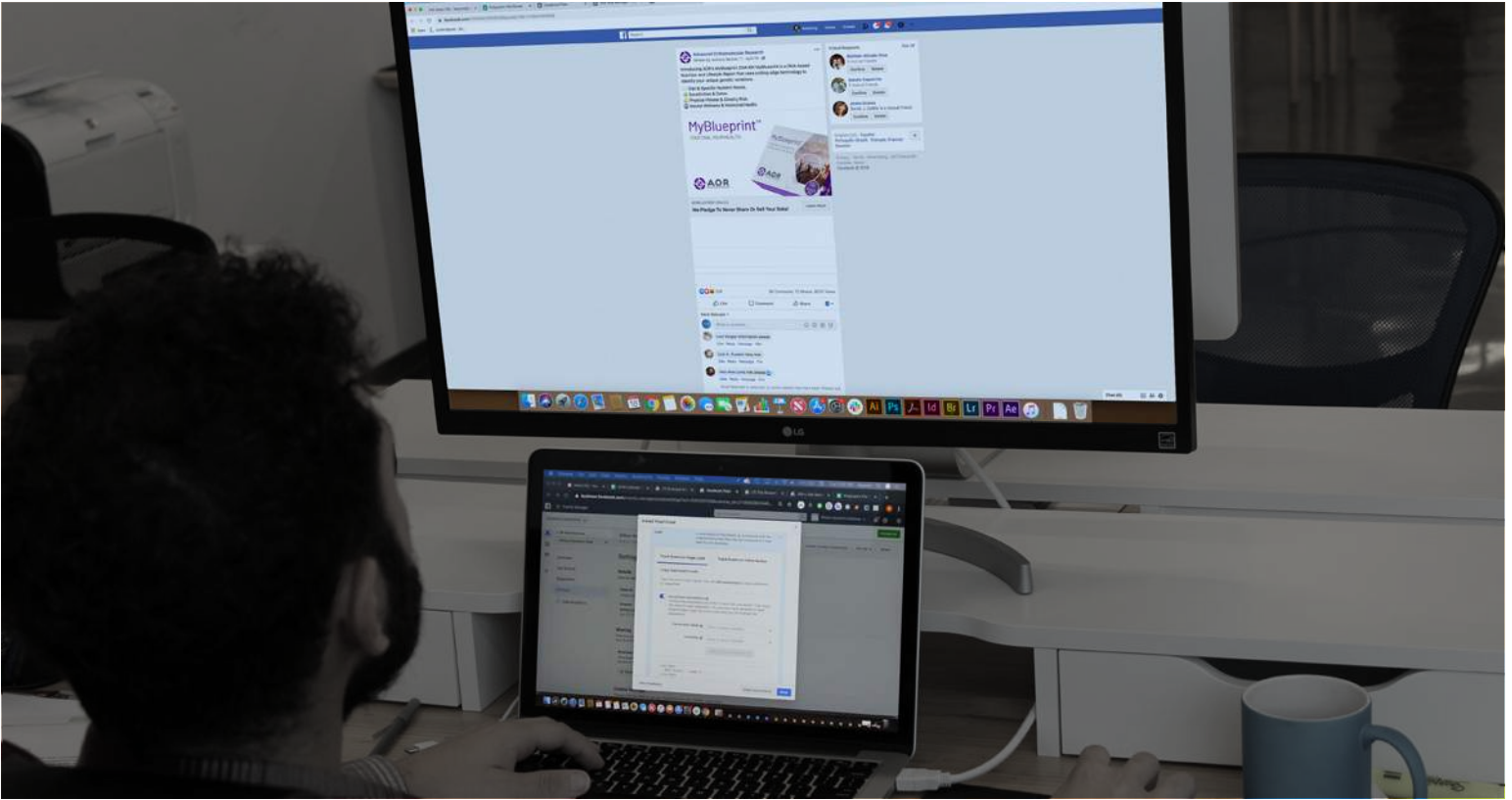
AORTM
Advanced Orthomolecular Research

PIX-L GRAPHX HELPED AOR (CANADA)

**INCREASE BRAND
AWARENESS**

**INCREASE TRAFFIC TO
LANDING PAGE**

**INCREASE PRODUCT
PURCHASES**



THE SOLUTION

PRODUCTS

GRAPHIC DESIGN

VIDEO AD CREATION

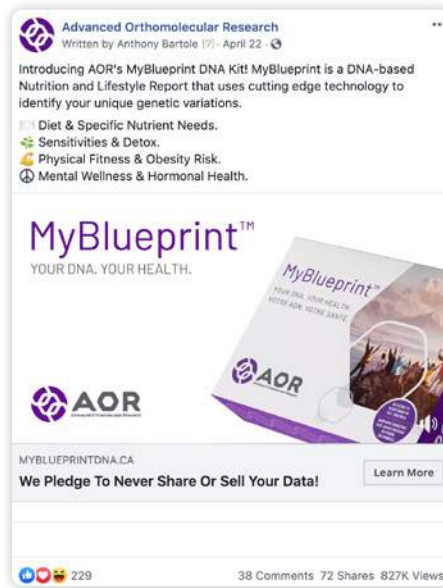
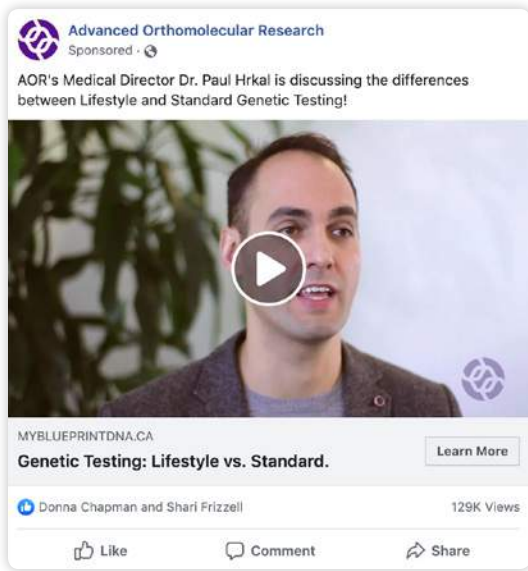
DIGITAL MARKETING

APPROACH

- High Quality visual content that will draw the audience to engage
- Utilizing & seeding audience data within best algorithm practices
- Social Media Marketing designed to efficiently draw users to landing pages with registration forms and lead generations forms.

STRATEGY

- Created responsive content that will engage the audience
- Using achieved data to target the highest quality users most likely to engage with and visit the website
- Optimally tailored digital campaigns that aggregated all engaged users and obtained brand new cold audiences most like the target audience



ONLINE RESULTS

ADVERTISING TIME FRAME: 10 MONTHS

We were referred to AOR (Canada) after having reached impressive results with their U.S. branch. We continue to use our optimal strategy on platforms like Facebook and Instagram to increase AOR's overall revenue.

UPON COMMENCEMENT OF DIGITAL ADVERTISEMENTS, AOR SAW INCREASES IN THE FOLLOWING AREAS

176,386
TOTAL CLICKS

111,995
TOTAL LINK CLICKS

\$0.45
COST PER CLICK

\$86,065.30
REVENUE

And achieved a click-through-rate more than double the national industry average.*

*E-Commerce Industry

FACEBOOK & INSTAGRAM: PAID AD PERFORMANCE

TOTAL SPENT: \$78,8841.48

Advertising Time Frame: 10 Months

111,995

LINK CLICKS

176,386

TOTAL CLICKS

1.51%

CLICK THROUGH RATE

\$0.45

COST PER CLICK

11,719,906

IMPRESSIONS

\$0.70

COST PER CLICK (LINK)

\$6.73

COST PER 1K IMPR.

5,724,310

VIDEO PLAYS

1,907,200

PEOPLE REACHED

FACEBOOK



Page likes: **1,673**
People Reached: **8,552,344**
Post Engagements: **223,246**

INSTAGRAM



Followers Gained: **888**
Engagements: **7,798**
Impressions: **223,246**