

CASE STUDY

Performance Marketing

CLIENT:  invisalign®

SECTOR: B2B - MEDICAL

BACKGROUND STORY

Invisalign, a wire-free solution for teeth straightening, sought to expand its business in the GCC region, and approached NEXA in 2018 for a growth-oriented campaign. NEXA devised a B2B strategy to target dental and medical professionals and encourage them to become Invisalign-certified consultants or specialists. The campaign involved using social media and search campaigns to create B2B landing pages in English and Arabic and inviting professionals to a free seminar where the Invisalign team presented the benefits of certification. The aim was to generate qualified B2B leads and maintain consistent messaging using social media community management and content creation.

OBJECTIVES

Generate qualified leads

CHALLENGES

- Difficulty in generating leads for monthly events organised for the online certification program in the GCC region.
- Limited budget.

SOLUTIONS

- Implementing lead generation ads.
- A/B Testing audiences based on demography, interests and Lookalike.
- A/B Testing campaigns.

RESULTS

2,945	Total leads to date
\$1,500	certification fee per dentist
\$1.2+	million per year Potential revenue from certification
\$11+	million Potential industry revenue based on 2 treatments within the first year of certification
\$7,000	minimum treatment cost