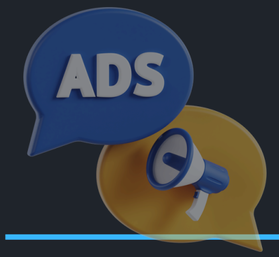


HOOPR
CASE STUDY

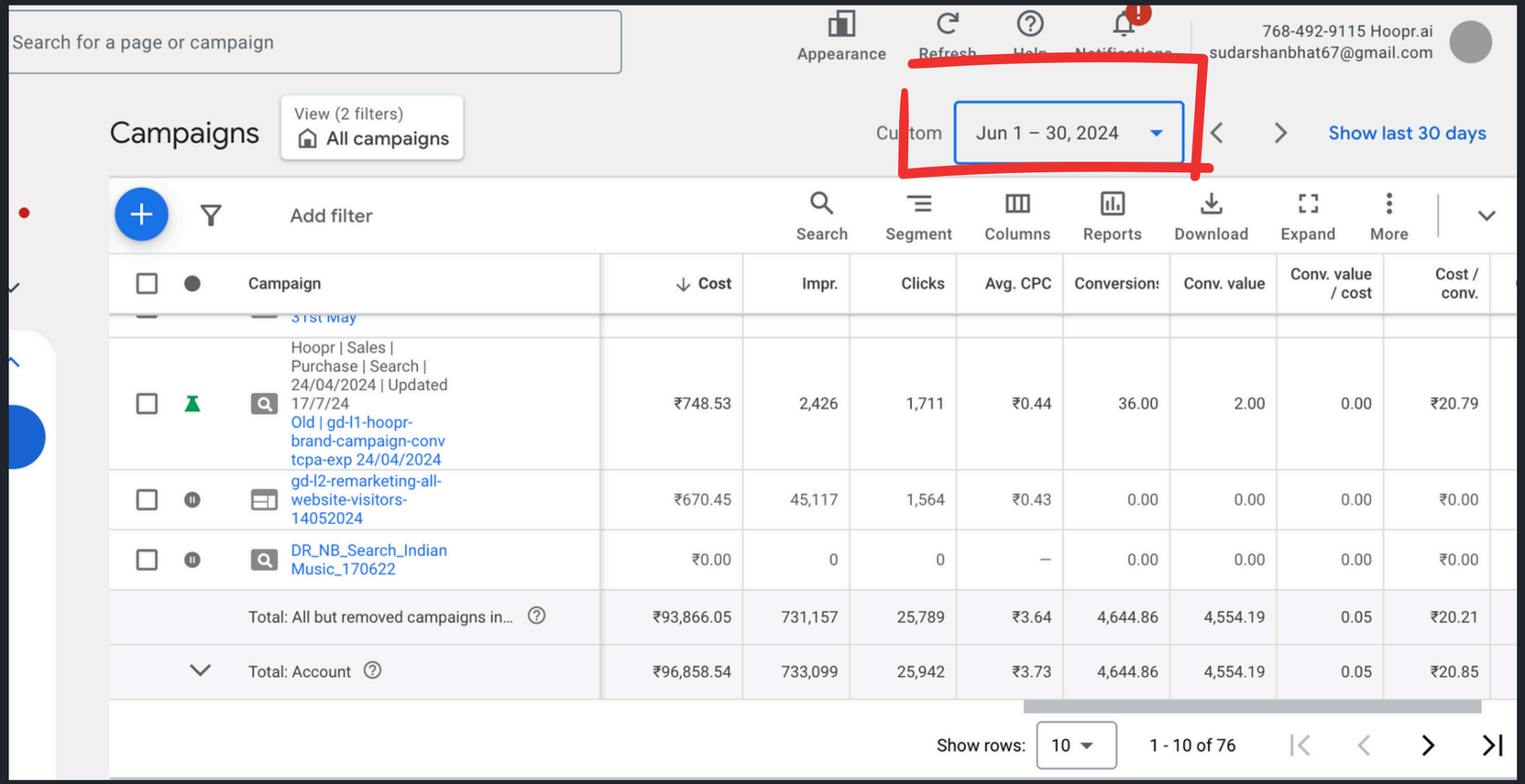
Industry

SaaS

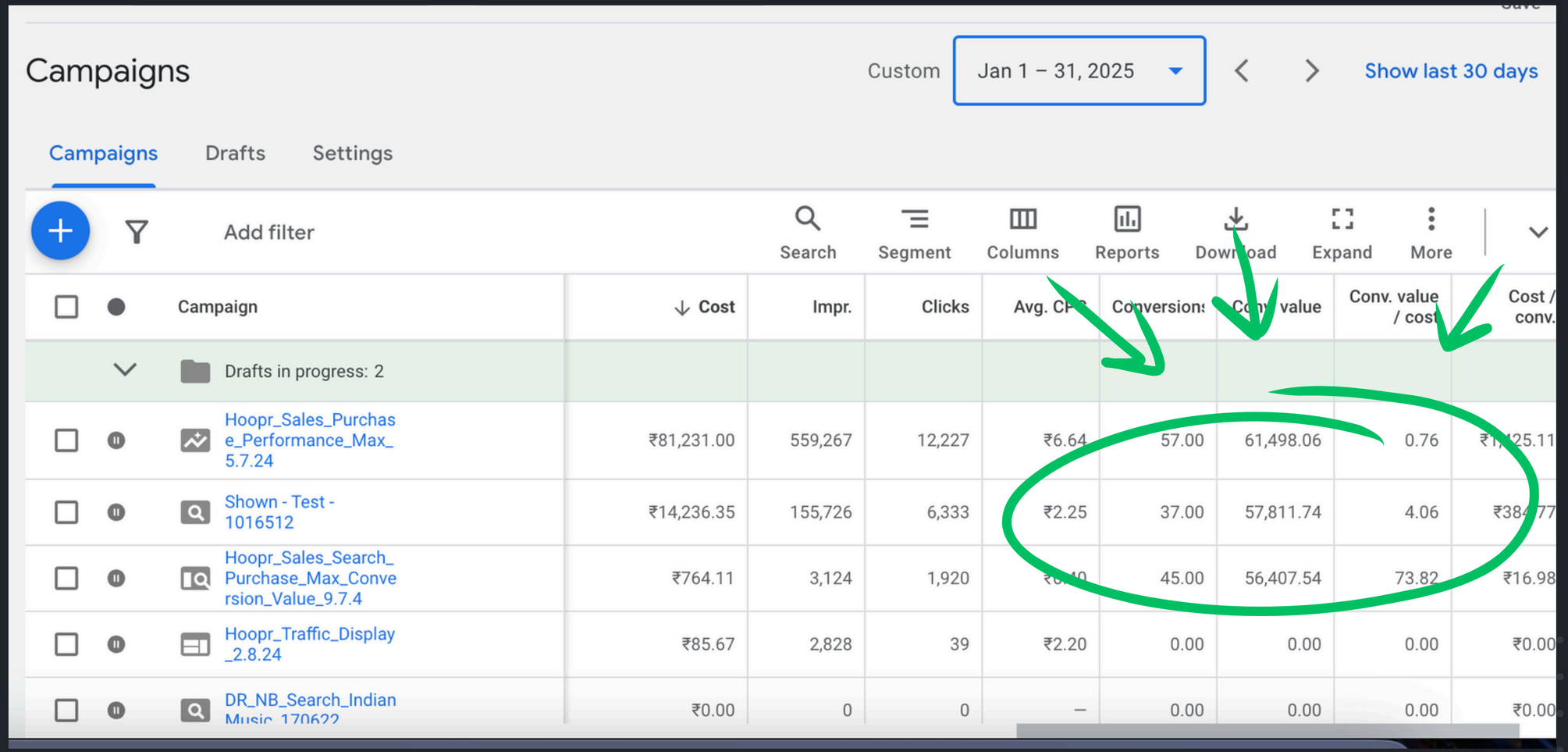
Landing Page

hoopr.ai

1st Month



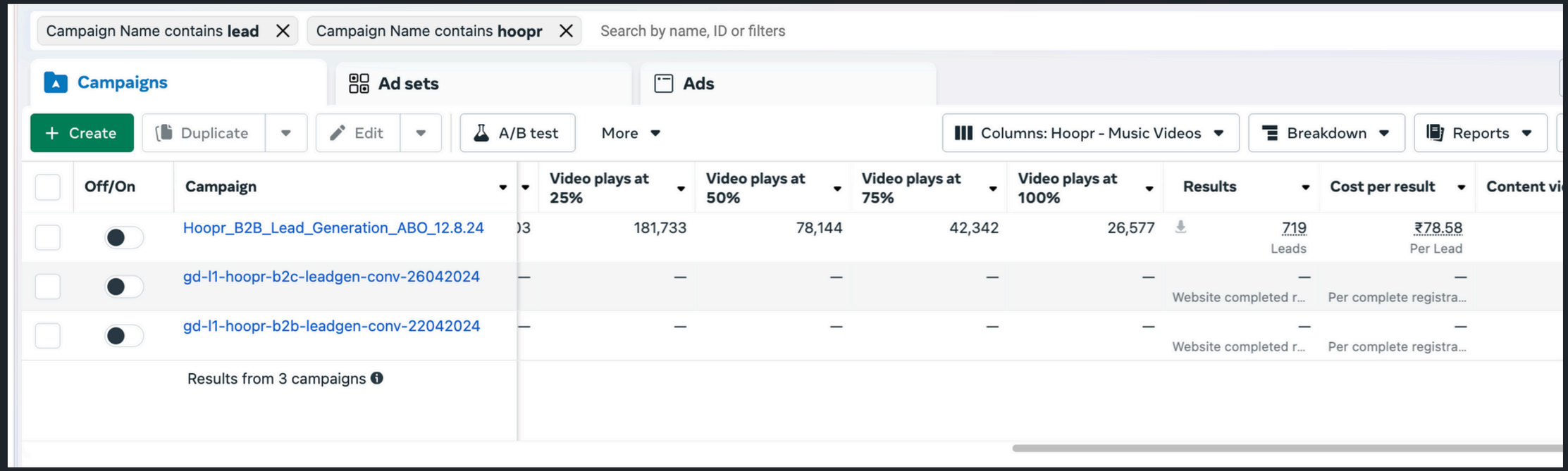
After 6 Months



Casestudy

- Launched the campaign focusing on offer validation.
- Created multiple keyword segments to identify potential customer bases for Hoopr.
- Then Conducted extensive Creative to refine performance.
- Identified winning campaigns and scaled.
- Achieved a decent cost per click within KPIs, indicating a positive response to the tested audience and creatives.
- Organic brand search keyword i.e “Hoopr” increased from 3500 to 4400 monthly searches in 6 months

B2B Leads


Campaign Name contains lead
Campaign Name contains hoopr
Search by name, ID or filters
Campaigns
Ad sets
Ads
Create
Duplicate
Edit
A/B test
More
Columns: Hoopr - Music Videos
Breakdown
Reports
Off/On
Campaign
Video plays at 25%
Video plays at 50%
Video plays at 75%
Video plays at 100%
Results
Cost per result
Hoopr_B2B_Lead_Generation_ABO_12.8.24
181,733
78,144
42,342
26,577
719
Leads
₹78.58
Per Lead
gd-l1-hoopr-b2c-leadgen-conv-26042024
Website completed r...
Per complete registra...
gd-l1-hoopr-b2b-leadgen-conv-22042024
Website completed r...
Per complete registra...
Results from 3 campaigns

Scaling and Creative Strategy Enhancement:

- For scaling, developed a new creative strategy to address communication challenges regarding the service offering.
- Commissioned new creatives that better conveyed the value of Hoopr. leading to a significant improvement in campaign performance.
- In 6 months from june 2024 to december 2024, we managed to get 58K+ signups, 2000+ subscription from the platform clocking 36L in revenue.
- Apart from that we generated B2B leads - 719 leads from facebook ads and more than 1800 leads from Google ads for Sales team which clock around 14L in sales.