



HOOPR CASE STUDY



Industry
SaaS

Landing Page
hoopr.ai

1st Month

Search for a page or campaign

Appearance

Refresh

Help

Notifications

768-492-9115 Hoopr.ai

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Campaigns

View (2 filters)

All campaigns

Custom

Jun 1 – 30, 2024

Show last 30 days

		Cost	Impr.	Clicks	Avg. CPC	Conversion:	Conv. value	Conv. value / cost	Cost / conv.
	<div>31st May</div>								
	<div>Hoopr Sales Purchase Search 24/04/2024 Updated 17/7/24</div> <div>Old gd-l1-hoopr-brand-campaign-conv tcpa-exp 24/04/2024</div>	₹748.53	2,426	1,711	₹0.44	36.00	2.00	0.00	₹20.79
	<div>gd-l2-remarketing-all-website-visitors-14052024</div>	₹670.45	45,117	1,564	₹0.43	0.00	0.00	0.00	₹0.00
	<div>DR_NB_Search_Indian Music_170622</div>	₹0.00	0	0	—	0.00	0.00	0.00	₹0.00
Total: All but removed campaigns in...		₹93,866.05	731,157	25,789	₹3.64	4,644.86	4,554.19	0.05	₹20.21
Total: Account		₹96,858.54	733,099	25,942	₹3.73	4,644.86	4,554.19	0.05	₹20.85

Show rows: 10

1 - 10 of 76

After 6 Months

Campaigns

Custom

Jan 1 – 31, 2025

<>Show last 30 days

CampaignsDraftsSettings

+Add filter

SearchSegmentColumnsReportsDownloadExpandMore

<input type="checkbox"/>	<input type="radio"/>	Campaign	↓ Cost	Impr.	Clicks	Avg. CP	Conversion	Conv. value	Conv. value / cost	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Drafts in progress: 2								
<input type="checkbox"/>	<input checked="" type="radio"/>	Hoopr_Sales_Purchase_Performance_Max_5.7.24	₹81,231.00	559,267	12,227	₹6.64	57.00	61,498.06	0.76	₹1,125.11
<input type="checkbox"/>	<input checked="" type="radio"/>	Shown - Test - 1016512	₹14,236.35	155,726	6,333	₹2.25	37.00	57,811.74	4.06	₹384.77
<input type="checkbox"/>	<input checked="" type="radio"/>	Hoopr_Sales_Search_Purchase_Max_Conversion_Value_9.7.4	₹764.11	3,124	1,920	₹0.40	45.00	56,407.54	73.82	₹16.98
<input type="checkbox"/>	<input checked="" type="radio"/>	Hoopr_Traffic_Display_2.8.24	₹85.67	2,828	39	₹2.20	0.00	0.00	0.00	₹0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	DR_NB_Search_Indian Music 170622	₹0.00	0	0	—	0.00	0.00	0.00	₹0.00

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 X Campaign Name contains hoopr X Search by name, ID or filters

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

A/B test

More

Columns: Hoopr - Music Videos

Breakdown

Reports

<input type="checkbox"/>	Off/On	Campaign		Video plays at 25%	Video plays at 50%	Video plays at 75%	Video plays at 100%	Results	Cost per result	Content vi
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Hoopr_B2B_Lead_Generation_ABO_12.8.24	03	181,733	78,144	42,342	26,577	719 Leads	₹78.58 Per Lead	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	gd-l1-hoopr-b2c-leadgen-conv-26042024	—	—	—	—	—	Website completed r...	Per complete registra...	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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.