

CASE STUDY

Healthy Returns for Vida with Historic Engagement and Purchase Volumes

689%

Increase in leads

35.79%

Increase in conversion rate

22.56%

Decrease in
cost-per-lead

About Vida

Vida Health is an online and virtual care platform that offers personalized health coaching and therapy programs tailored to each individual patient's needs and health goals, all through an easy-to-use mobile app and website.

The Problem

Vida has two target audiences: a B2B target focusing on HR decision-makers who purchase Vida for their employees, and a B2B2C target focusing on driving up demand and engagement from the employees using Vida's health programs. With these diverse targets and aggressive growth goals, Vida's marketing team needed a marketing agency to partner with them in both advertising strategy and execution.

Vida knew how to reach their audiences but needed to discover the ideal combinations of messaging, content offerings, content types, and imagery that would resonate and drive growth—all tackling sensitive and regulated topics like obesity, mental health, and chronic disease.

The Strategy

The first step was to explore Vida's audience research and add to it with 97th Floor's persona and buyer journey discovery process.

Next, we launched into a rigid experimentation phase, A/B testing every possible combination of message, image, and CTA—letting hard results drive each next step.

Finally, we created a series of infographics, illustrations, and content offerings to support our advertising campaigns.

Results

Over the course of a 6-month period—thanks to our rigorous experimentation process—97th Floor's ad campaigns helped Vida generate significant increases in leads (up 255 leads from previous period), while lowering the average cost-per lead by 22.56%, thanks to 25.79% increase in conversion rates.

