



Ooze Studios Award Submission

dotComm Awards
Paid Media - Social Media Ad Campaign
Submission Date 14th July 2022



Award Submissions

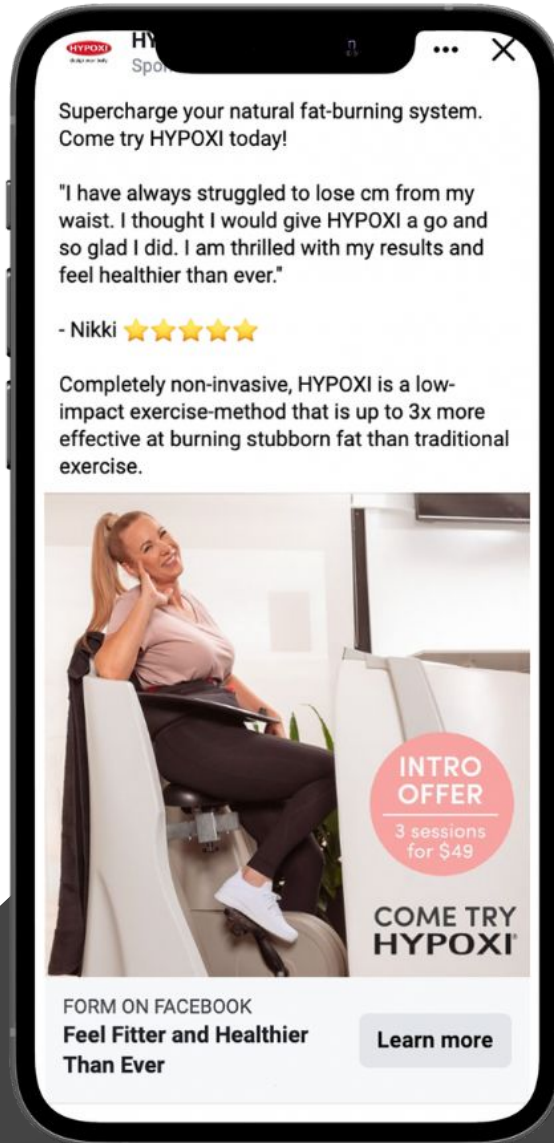
Category: Paid Media – Social Media Ad Campaign

Campaign Objective

Goal: Sales-call ready leads
Placement: Facebook, Instagram
Date range: Jan 5 2022 to April 5 2022
GEO: Australia, national
Type: FB Lead Form to cold audiences and remarketing audiences



Award Submissions



Campaign Strategy

HYPOXI Australia wanted to acquire a steady stream of quality leads for their 50+ individual studios across the States of NSW, QLD, VIC, SA, and WA to help ensure their continued business growth.

In a crowded market such as the Health and Fitness industry, we understood that our ability to connect with the target audience when it matters most is what will differentiate the business from its competitors.

We did this by getting a deeper understanding of the customers through effective marketing research techniques. These insights were then used to help us identify the right audience segment, channels, and messaging that truly speaks to the customer's pain points and aspirations.

Award Submissions

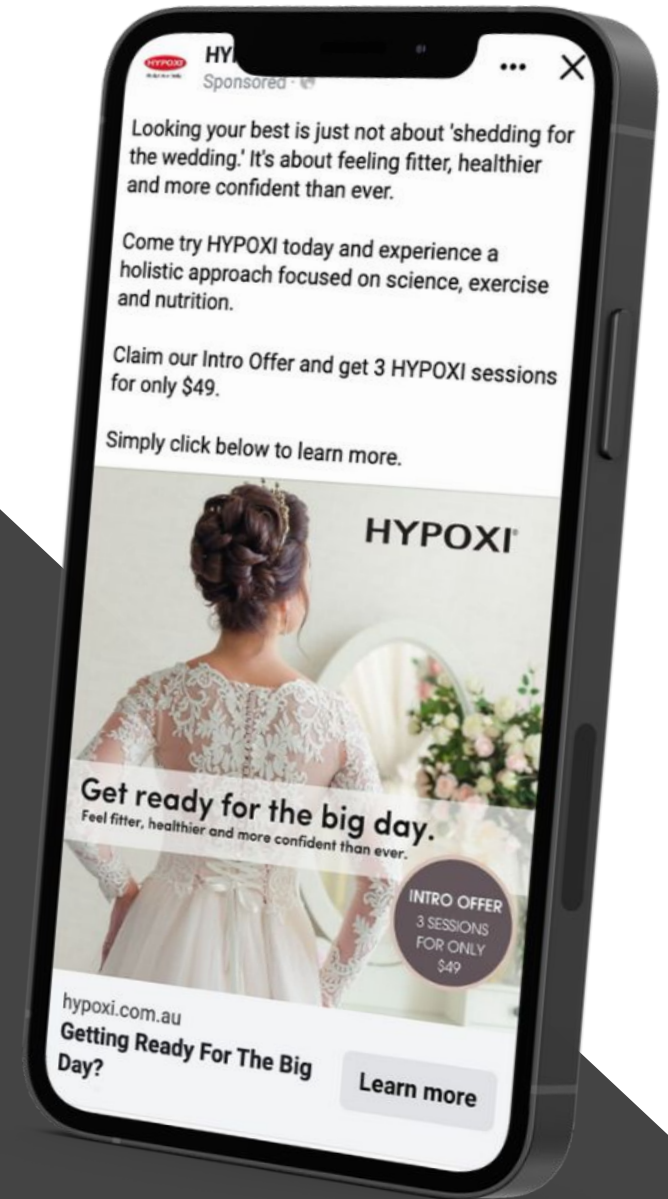
Campaign Results

Impressions: Over 2 million in 3 months

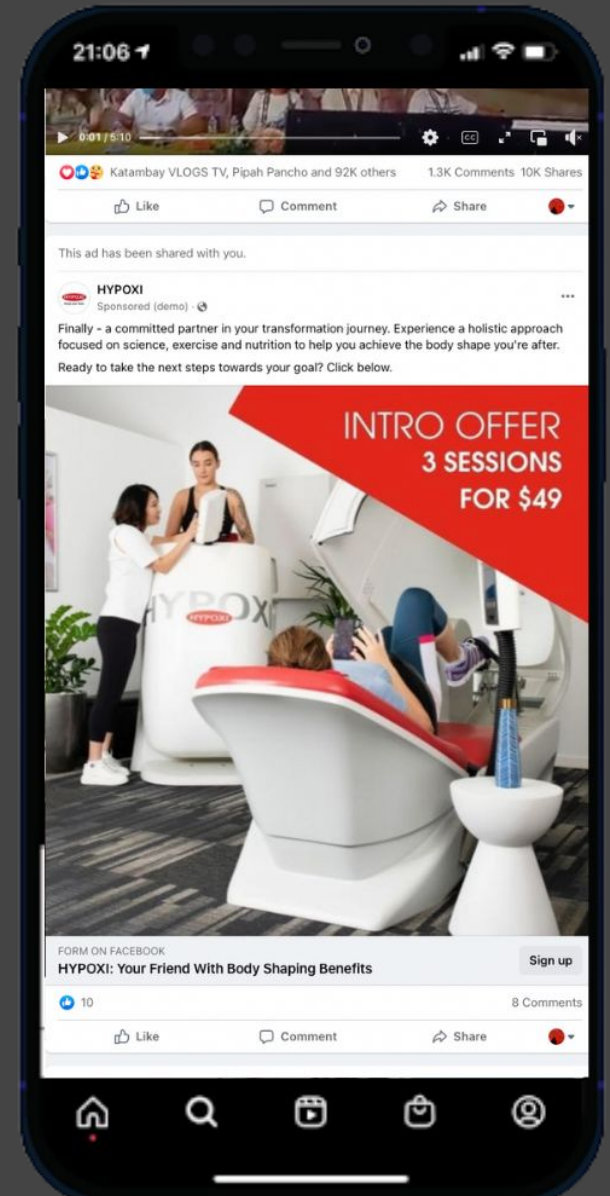
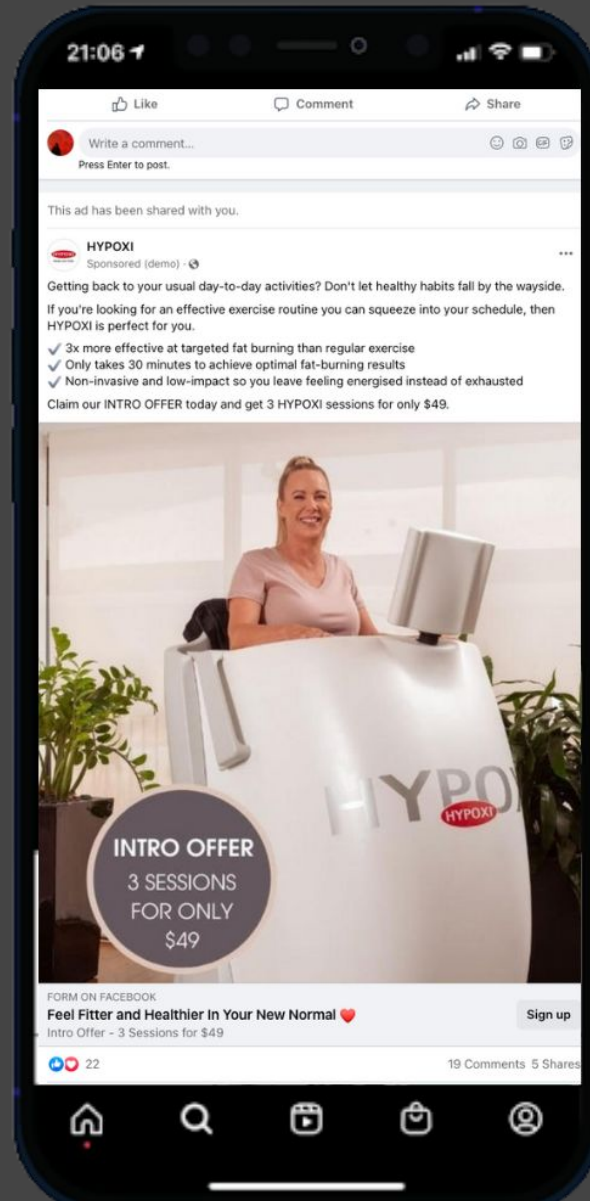
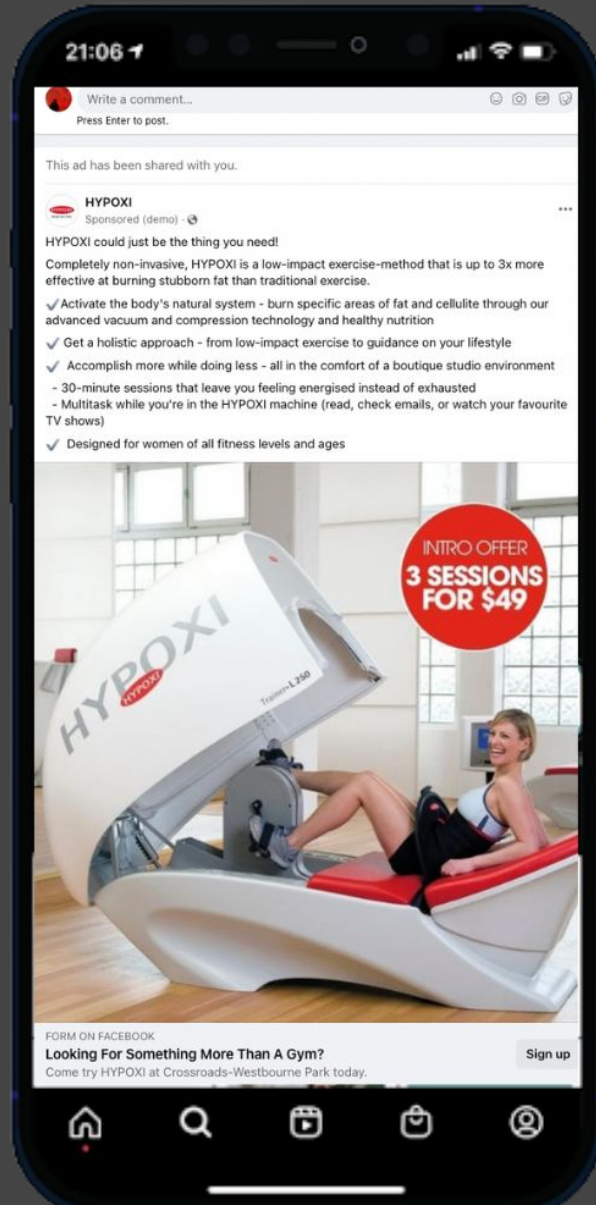
CTR (All): 3.5%

Decrease in *CPQL: 400%

* CPQL = Cost per Quality Lead



Campaign Examples



We love to create

W: oozestudios.com.au

A: Level 2, 696 Bourke St Melbourne, VIC, 3000

P: +61 3 9016 4424

E: team@oozestudios.com.au

Your digital success team

