



LEAD GENERATION

CASE STUDY



CLIENT **Access Rehab**

ABOUT THE CLIENT

HEALTHCARE — REHABILITATION SERVICES

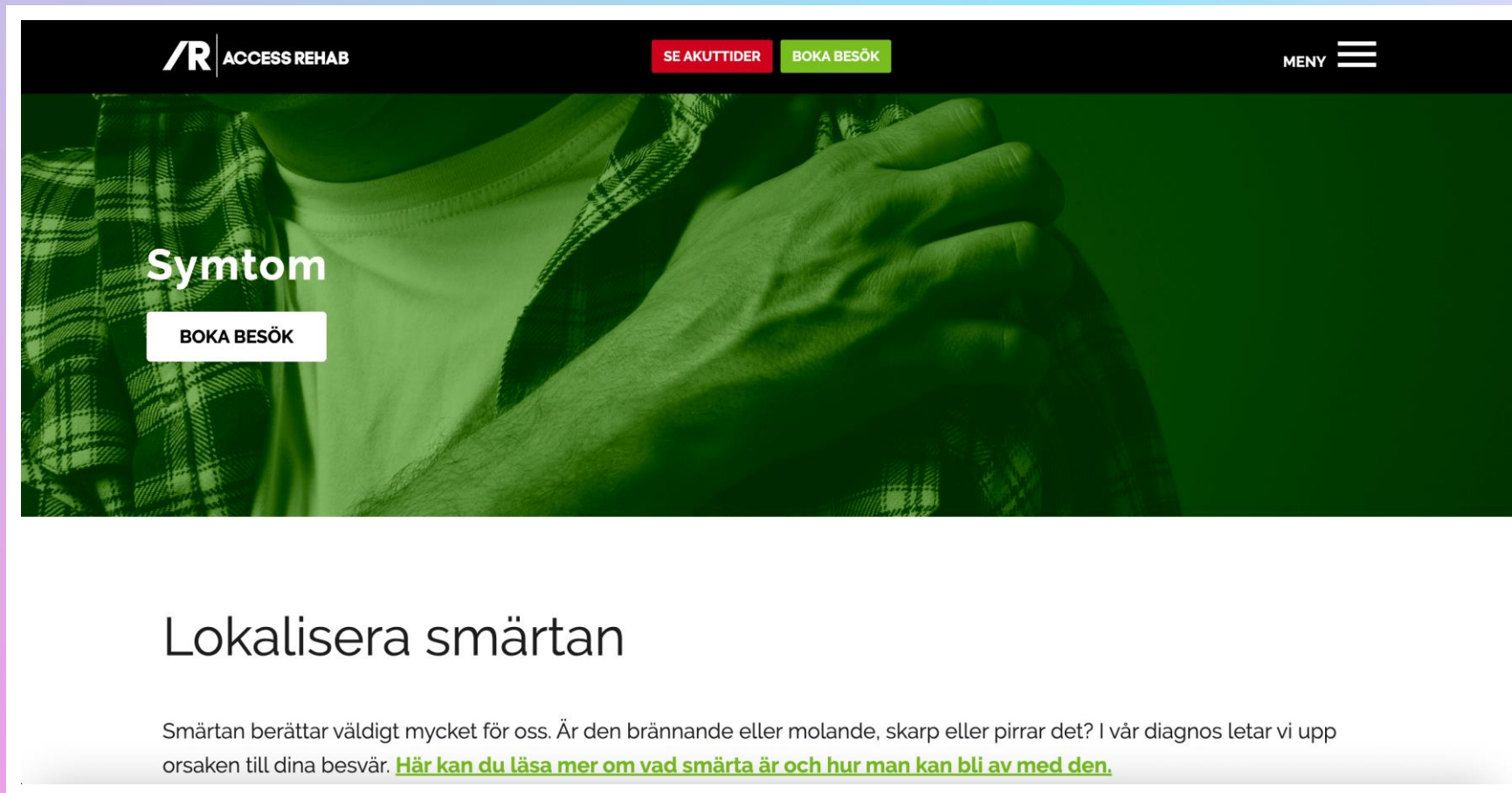


Access Rehab is a prominent player in the healthcare industry, offering a comprehensive range of rehabilitation services and solutions across Sweden. Specializing in physical therapy, occupational therapy, and other vital rehabilitation services, Access Rehab is dedicated to helping individuals of all ages and backgrounds regain their independence and quality of life. Their focus on innovation and the latest therapeutic techniques ensures clients receive the most effective, up-to-date care available.

Client: Access Rehab

The storefront

accessrehab.se — symptoms & booking



SWOT SNAPSHOT

STRENGTHS

- Skilled, professional clinical team
- Comprehensive service portfolio
- Strong reputation

WEAKNESSES

- Limited geographic reach
- Market competition
- No dedicated paid social strategy
- Spend going toward campaigns not tied to the end business goal

OPPORTUNITIES

- A properly structured marketing funnel
- Sharper ad quality and communication
- Retargeting audiences
- Investing more in conversion

THREATS

- High CPM in this market
- Ad-testing phase costs
- Economic downturn / low seasons
- Limited audience from local-only campaigns



KEY STRATEGIES

ENGINEERED FOR THIS ACCOUNT

1

Structured sales funnel — shifted from hard-to-measure engagement and Messenger campaigns toward a data-collection stage on Facebook that fed a proper Lead Conversion campaign — aligning every stage with Access Rehab's real business goals.

2

Retargeting — put Access Rehab's completely overlooked retargeting audience to work, turning engaged visitors who hadn't converted into a active lead source.

3

UGC-style video creative — replaced static images with user-generated video showcasing the clinic's best-selling treatments, lifting CTR by capturing attention far better than static creative ever did.

THE CREATIVE

Paid social ads engineered for this funnel


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Where we started

Performance baseline before the Vibe Digital partnership

8,040

REACH

24,648

IMPRESSIONS

SEK 105.45

AVERAGE CPM

133

LINK CLICKS

SEK 19.54

CPC (LINK)

5.24%

UNIQUE CTR (LINK)

7

LANDING PAGE VIEWS

1

LEADS (FB PIXEL)

SEK 2,599.13

COST PER LEAD

Three months in

Performance after three months with Vibe Digital

38,296

REACH

81,615

IMPRESSIONS

SEK 85.41

AVERAGE CPM

1,571

LINK CLICKS

SEK 4.44

CPC (LINK)

6.97%

UNIQUE CTR (LINK)

1,056

LANDING PAGE VIEWS

55

LEADS (FB PIXEL)

SEK 126.74

COST PER LEAD

CAMPAIGN KPIs

Three months of partnership, side by side

CTR

+32%

~~5.24%~~ → **6.97%**

Click-through rate

COST PER LEAD

-95%

~~SEK 2,599~~ → **SEK 127**

Cost per lead, down sharply

LEADS

+5,400%

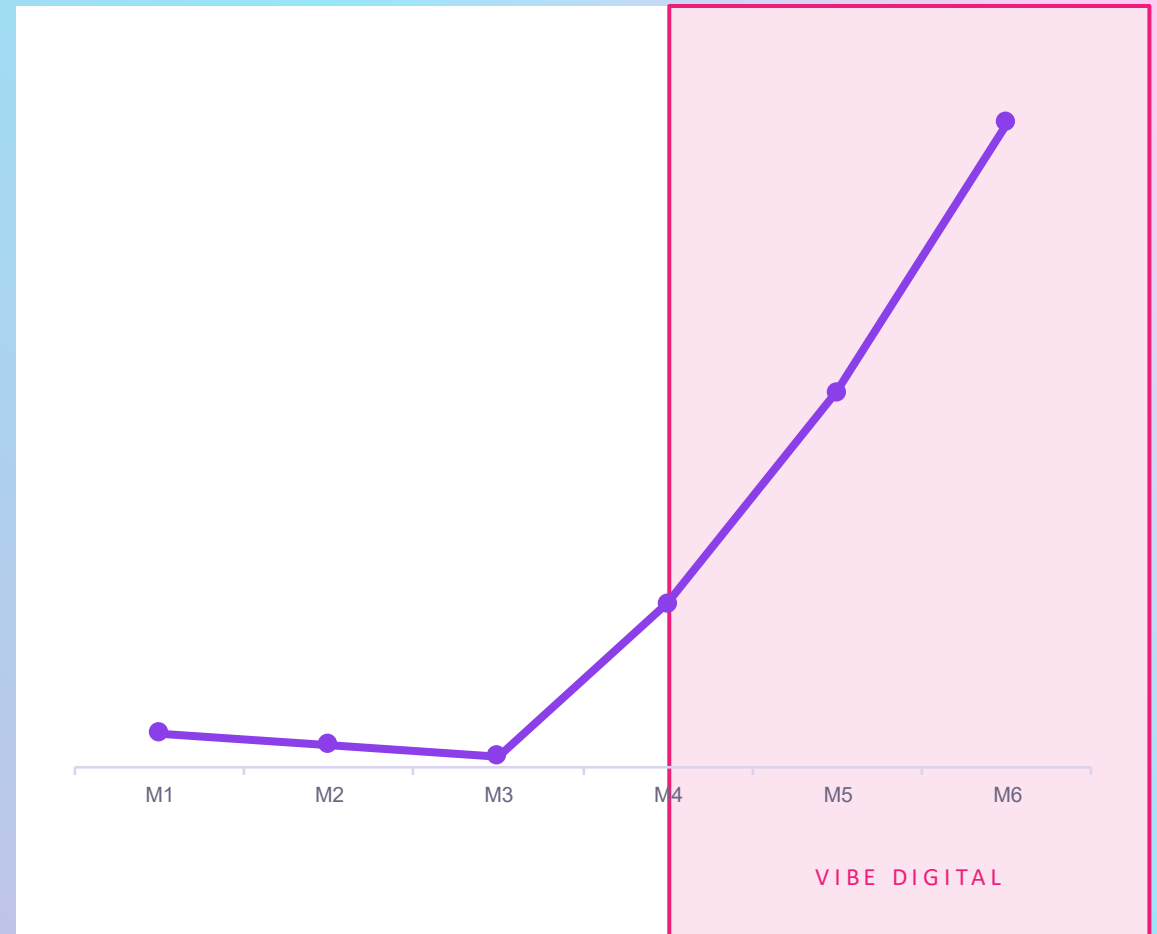
~~1~~ → **55**

Total leads generated

BUSINESS GROWTH

COST PER LEAD DOWN 95%, LEADS UP OVER 5,000%

- ◆ Even against an economic downturn, we drove the campaign's cost-effectiveness sharply upward within three months of taking over the account.
- ◆ By staying focused on these growth levers while keeping a close eye on cost-effectiveness, the account is positioned to keep expanding its impact even through tougher economic conditions.





Let's build your next case study.

Free performance audit · senior strategist, not a junior AM · reply within one business day.



EMAIL

alexander@vibedigi.tech



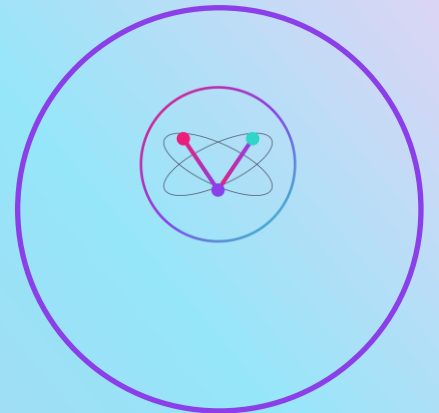
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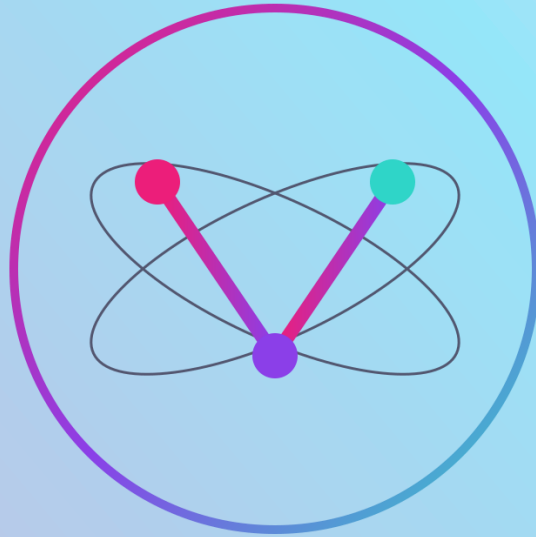
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