Meta Case Study: Imaan Healthcare

134% Sales Growth for Iman Health Care in Liverpool Using Meta Ads – 5.2x ROAS

Client: Imaan Healthcare
Industry: Community Pharmacy & Primary Care
Region: United Kingdom (70+ Branches Nationwide)
Agency: Digital UK
Objective: Increase in-store walk-ins and service bookings without increasing total ad budget
Results in 4 Months:
ROAS: 5.2x (from 1.7x)
Walk-ins: 70+ daily (from 30–35)
113 new Google reviews (from 3.2★ to 4.8★)
Monthly web visitors: 2,900+ (from ~380)

Meta Ads Funnel Strategy:

We created a **3-tier localized funnel** optimized for pharmacies:

1. Top of Funnel (TOFU) – 75% Budget

Goal: Build awareness of services (e.g., travel vaccines, NHS jabs)
Audience: Cold users within 8km of pharmacy, aged **25–65+**
Ad Types:
Carousel Ads (Services & Offers)
Short Videos (Staff & Pharmacy Walkthrough)
Static Posts (Promos, Testimonials)

2. Middle of Funnel (MOFU) – 15% Budget

Goal: Warm up recent engagers and site visitors
Audience:
30-day Page Engagers
25%+ Video Viewers
Website Visitors **(60 days)**
Messaging: Benefit-driven, with proof-based creative (reviews, photos)

3. Bottom of Funnel (BOFU) – 10% Budget:

- Goal: Drive conversions
- Audience:
  - WhatsApp leads
  - Form fillers
  - Warm users (retargeted with urgency CTAs)
- Ad Types: WhatsApp Click Ads, Appointment Reminders

Local Targeting & Audience Building:

- **3% Lookalikes**:
  - WhatsApp Clickers
  - Prescription Refill Forms
  - Travel Vaccine Inquiries

Broad Targeting:
- 8km Radius around Liverpool
- Interests: Travel, NHS, GP Services, Vitamins

BEFORE WORKING WITH US

∞ Meta Ads
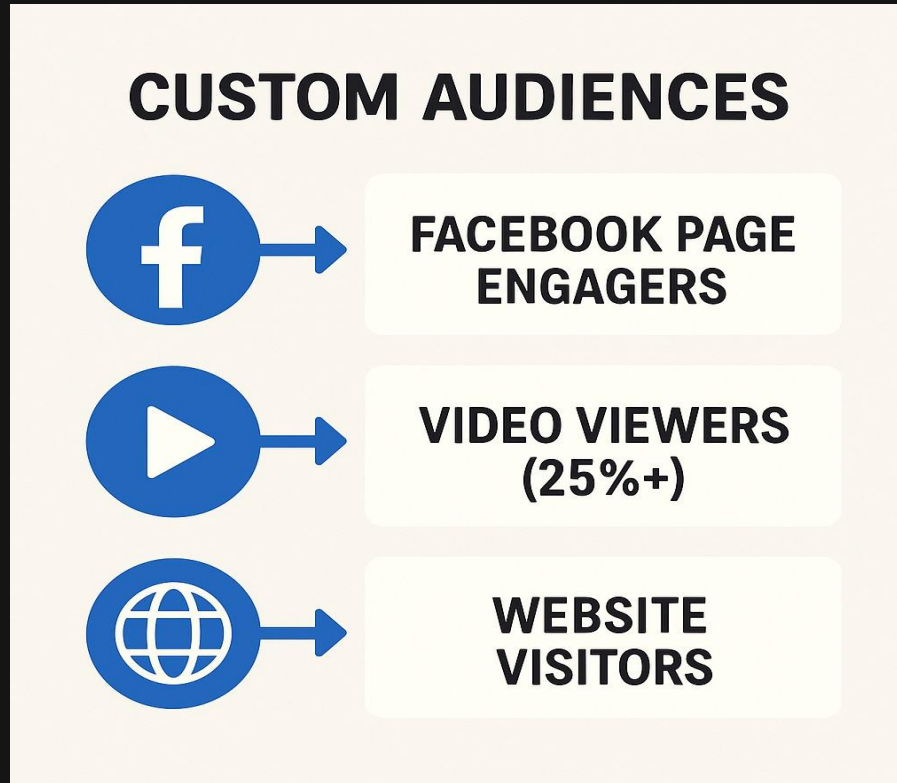
Q Search

Campaigns   Ad sets   Ads   Campaign status: Completed

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result
Boosted Awareness Post	Completed	Complete	48	9.500	12.000	£3,80

Custom Audiences:
Facebook Page Engagers
Video Viewers **(25%+)**
Website Visitors

CUSTOM AUDIENCES

FACEBOOK PAGE ENGAGERS

VIDEO VIEWERS (25%+)

WEBSITE VISITORS

Advanced Tip:
Retargeted WhatsApp leads *during peak conversion hours* **(7–10AM & 6–9PM)** to maximize effectiveness.

Smart Exclusion Strategy (Lower Costs, Higher Relevance):

We avoided ad fatigue by excluding audiences smartly:

TOFU:

Excluded website visitors, WhatsApp leads, form fillers

MOFU:

Excluded past converters & recent reviewers

BOFU:

Excluded recent engagers (last 48 hrs)

Results:

✓ Frequency dropped (4.2 → 1.9)

✓ Relevance score up

✓ Lower CPM, higher CTR

AFTER 4 MONTHS

∞ Meta Ads

Q Search

Campaigns   Ad sets   Campaign status: Active

Campaign Name	Delivery	Budget	Results	Impressions	Cost per Result
Lead Generation & Conversion Camp	Active	£150/day	920	67,000	£2,45

Creative That Drove Results:

➤ **Carousel Ads** – Showcased NHS services, travel jabs, walk-in availability
➤ **Staff Introduction Videos** – Humanized the brand and boosted trust
➤ **Client Testimonial Graphics** – Built credibility
➤ **WhatsApp Click-to-Chat** – Simplified conversions

Review Ads & Trust Campaigns via Meta:

➤ Ran **Review Campaigns** using testimonials and client photos
➤ **CTR: 12.4%**
➤ **Conversion Rate on Landing Pages: 9.1%**
➤ Helped secure **113 reviews** in **90 days**

Ready to Run Meta Ads Like These for Your Pharmacy?
Achieve similar growth for your Healthcare Business.
☞ **Schedule a Free Strategy Session**

What Made This Campaign Stand Out

1. **Smart Exclusion Logic:**
   We reduced ad fatigue and overlap by excluding past visitors, leads, and recent engagers—ensuring each ad reached fresh, high-intent users.

2. **Hyper-Local Targeting with Relevance:**
   Focused targeting within an 8km radius using NHS and health-related interests kept the messaging relevant and effective for Liverpool locals.

3. **Trust-Centric Creative Strategy:**
   Featuring real staff, testimonials, and review-driven ads built community trust and credibility—critical for healthcare.

4. **Conversion-Focused Funnel Design:**
   A full-funnel approach **(TOFU → MOFU → BOFU)** guided cold leads to warm conversions, all while keeping the budget efficient and ROAS high (5.2x).

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