

# BrandRocket Case Study #56

## Beleza Pura Medical increases conversions by 183%



### Beleza Pura Medical

Beleza Pura Medical provides minimally invasive natural body contouring and fat transfer procedures that give immediate and lasting results without the risks, downtime, or discomfort.

#### The Challenges

When Beleza Pura came to BrandRocket, it was a fairly new business with a beautiful new brand and facility. While they had run campaigns previously, it was time to begin a serious effort at attracting new patients in order to grow and expand the business. Beleza had entered a competitive market dominated by companies like CoolSculpting, SculpSure, and several others. We knew this wouldn't be easy, but we love a good challenge!


#### How We Did It

Because this was a new business, we executed a full-funnel approach in order to create awareness, drive consideration, and bring high-intent leads to the center. We immediately went to work at the bottom of the funnel, taking a deep dive into keyword and competitor research. We then optimized bids around commercial intent, dominating the searches that drove the most revenue for the business. Once we were delivering quality leads on a consistent basis, we expanded our ads up-funnel to create awareness within our addressable market.

#### The Results

This account was a bit slower than average to optimize, but we had hundreds of keywords to test for viable commercial intent. Once we unlocked the performance insights, we moved into phase 2, which focused primarily on scaling success. This led to a huge increase of 183% in website conversions, and a 237% increase in phone calls.

### The Results

 **183%**  
Increase in conversions (form submissions)

 **237%**  
Increase in phone calls

 **10.5%**  
Increase in CTR (clickthrough rate)

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