

VLCC Case Study

Series of well-conceptualized campaigns
Strategized to derive 10000+ Leads



Objective

- Promoting VLCC AOD by taking forward its motto of Fight Against Obesity
- Demand Generation for VLCC Weight Loss Services Pan India

Target Audience

- Encircling urban Men and Women derived to Fitter and Healthier Lifestyles
- 80% Women, 20% Men
- Prime Geo: All Major Metros and North India
- Secondary Geo: Pan India

Modus Operandi

- Brand Promotion via Targeted Media Buying across A Lister Publishers
- Lead Generation for VLCC Weight Loss Services via
 - Social media marketing
 - Account Based Marketing
 - Google Search Network

stand up India

Because sitting never took you anywhere.

VLCC
ANTI-OBESITY MOVEMENT

103434
PLEDGES TAKEN

Deliverables

Conversion Rate

1.2%

Leads

10,000+

26th
November as

26th Nov is celebrated as Anti-Obesity Day (AOD). ADG Online Solutions, via strategic online promotion and marketing, popularized the concept and encouraged Indians to Stand Up Against Obesity by taking VLCC's **Orange Pledge**

Anti Obesity Day

Lead Generation for VLCC weight loss via Social Media Marketing

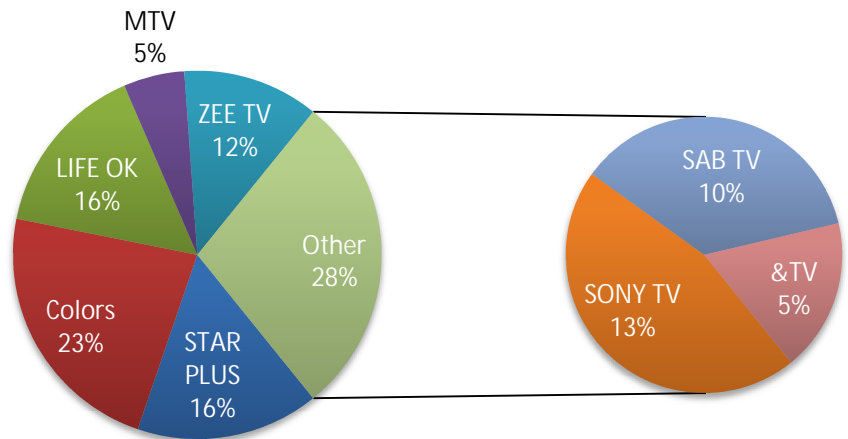
VLCC DNA was promoted through YouTube Targeted Campaign with Hyper Targeting

In this campaign ADG Online Solution executed campaigns on YouTube channel by running ads on popular channels like MTV, ZeeTV, Star Plus, Colors, and LifeOK etc.

Hyper Targeting was performed by specific targeting on Daily soaps.

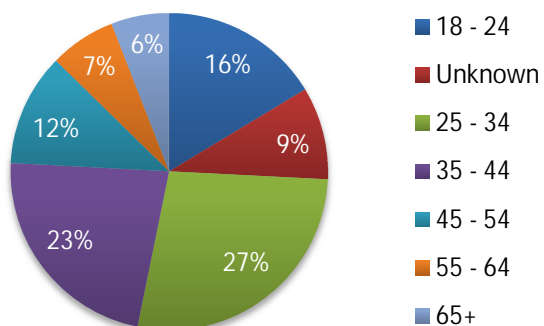
Pie Charts showing % of Views each channel segment generated

Views on Channels



Highest Views Received on the Videos of the Channel Colors, closely followed by Star Plus and Sony TV.

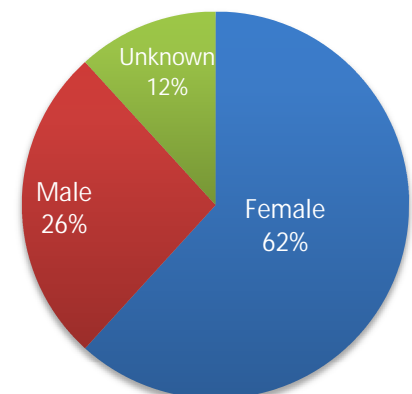
Age Performance Report



Interest Targeting for VLCC DNA was target decision makers for VLCC DNA. These target audience resides in age group of 34-44 and 25-34.

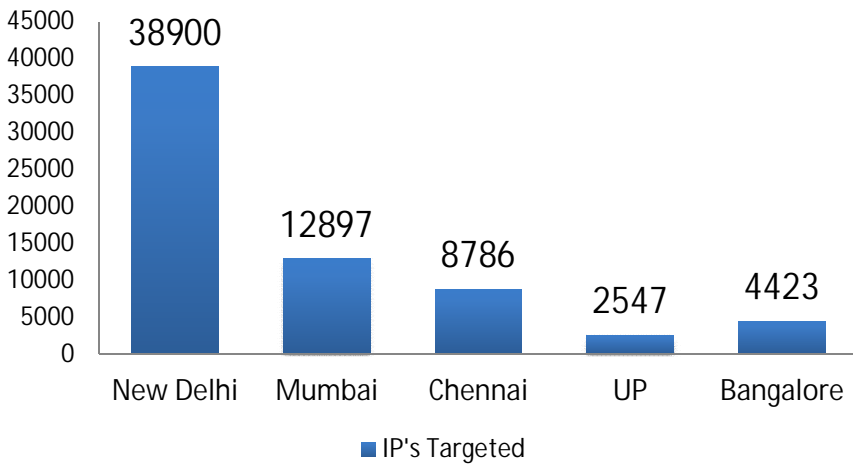
In this Campaign ADG Online successfully targeted 62% of females and 26% of Males

Gender Performance Overview



Lead Generation for VLCC weight loss via Account Based Marketing

Performance Matrix through IP Intelligence and Hyper local Targeting



IP Intelligence

ADG Online Solutions implemented all new Tactics to target audience precisely.

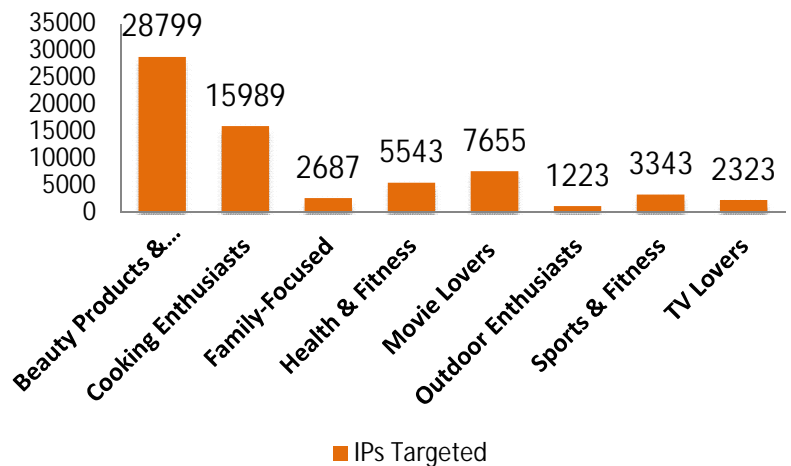
We utilized the power of IP Intelligence that helped VLCC across industries to uncover actionable information about Online users such as geographic location, connection speed, domain name and more

Information that can actually help improve the reach, relevance and response of online Initiatives all while respecting the user's right to privacy.

Hyper Local Targeting

ADG Online Solution targeted various interests for followed by Strong IP database

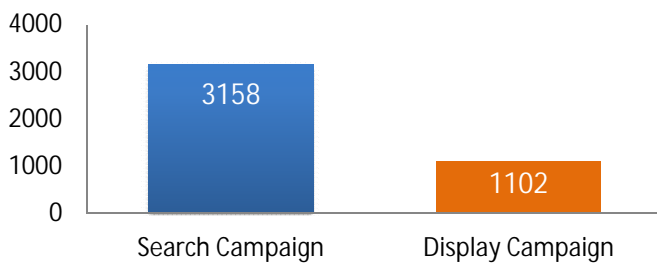
ADG adopted technology that enables VLCC revolutionized IP targeting by allowing clients to more effectively target both mobile and connected traffic through a living network of IP location information derived from mobile devices and billions of real-time data signals and Wi-Fi connection points.



Lead Generation for VLCC weight loss via Google Search Network

VLCC Weight Loss and Anti-Obesity Day was promoted through Google Search and Display Network

Leads

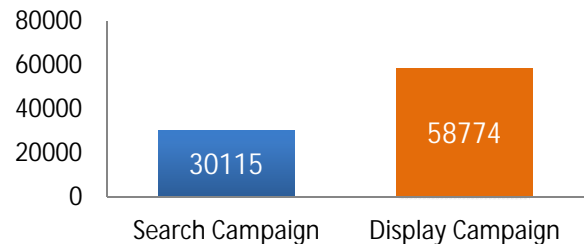


ADG Online Solutions extracted leads from power of both Search and Display Campaigns on Google. For VLCC weight loss Campaign Search Campaign performed extremely well by providing total Marketing Qualified Leads (MQL) of 3158. For VLCC, ADG Online Solutions implemented cloud telephony services (Knowlarity Communications) in conjunction with Search ads CTAs.

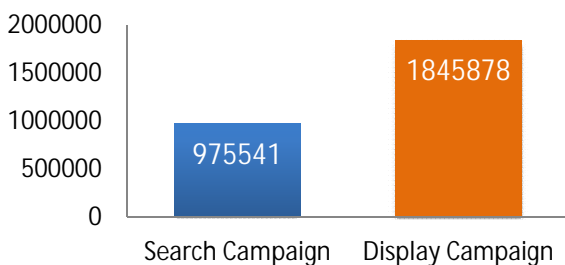
By achieving an Interaction Rate of 3.09 Search Campaign delivered a phenomenal number of 30115 Interactions or Clicks on Search Ads

While Display ads performed at an Interaction rate of 3.18 and ended at an Interaction of 58774

Interactions



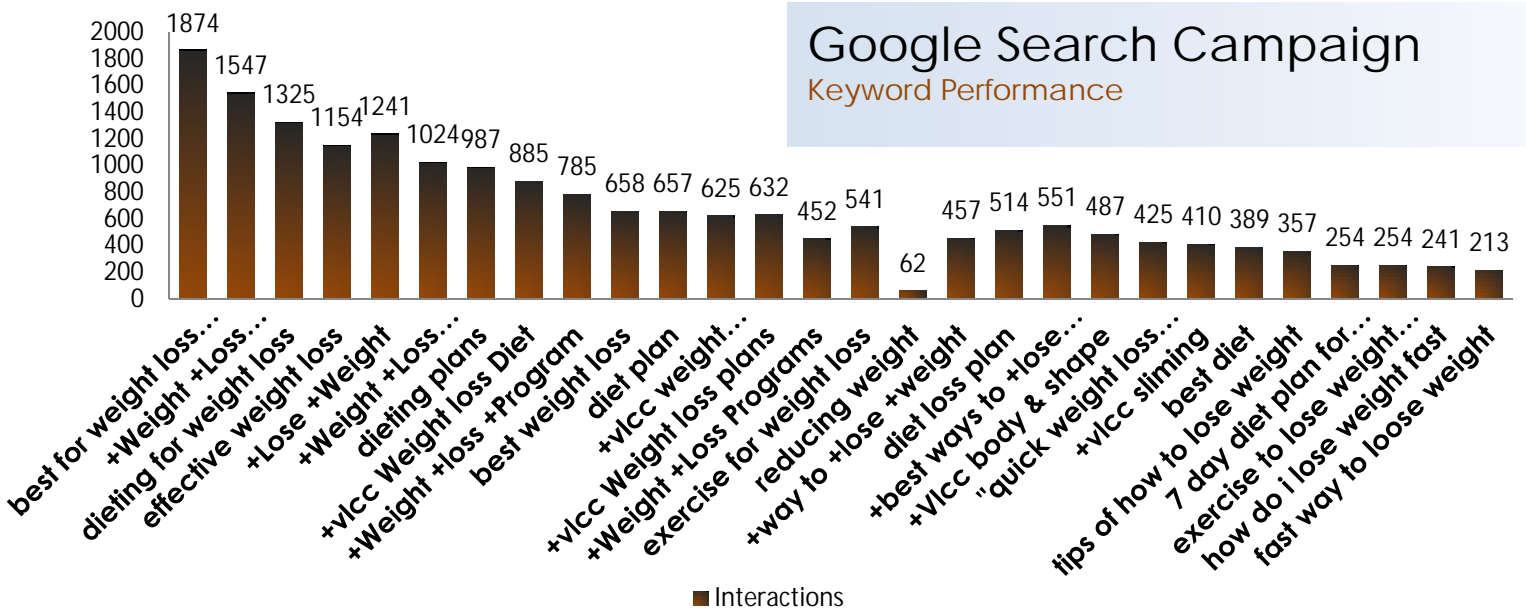
Impressions



Keeping Branding of VLCC Weight loss campaign in consideration, achieving a higher impression count was a challenge for ADG Online Solution, but with the help of precise targeting in categories like Beauty & Fitness and Food & Drink we delivered excellent Eyeballs Count of 1845878 from Display Campaign and 975541 Impressions from Search Campaign.

Lead Generation for VLCC weight loss via Google Search Network

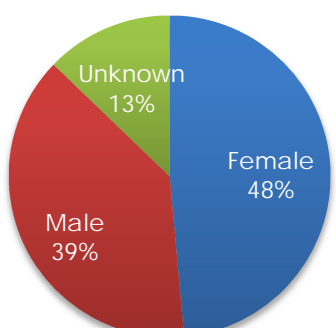
Performance Matrix for Google Search Network



Google Display Campaigns

Interaction by Interest
Interactions Gender-Wise

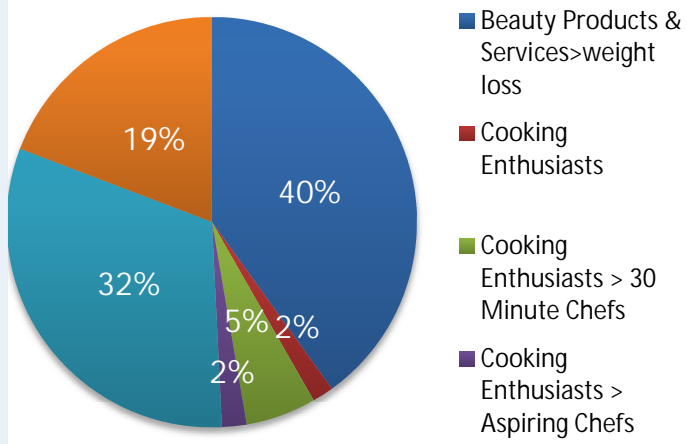
Interactions Gender-Wise



VLCC Display Campaign

- Male Audience Targeted was 29%
- Female Audience Targeted 48%
- 40% of the Clicks were generated by targeting Weight loss as interest

Interactions By Interest



Brand Promotion via Targeted Media
Buying across A Lister Publishers



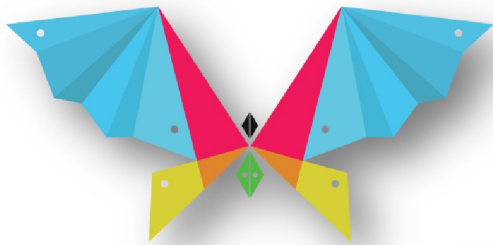
5367
Clicks

17, 31,430
Impressions



4622
Clicks

13, 20,511
Impressions



Life Unfold

2025
Clicks

5, 95,700
Impressions



6158
Clicks

20, 52,570
Impressions

About

ADG

ADG Online Solutions is an award winning digital media outfit that specializes in formulating digital lead gen strategy and conversion led plans for a large chunk of blue chip accounts.

The company specializes in Social Media Marketing, Measurement, Monitoring and Listening, Conversion Driven Media Planning & Buying, CRM centric analysis, Multimedia and Creative s, Performance driven Mobile Marketing, Analytics Google Analytics Conversion Optimization Auditing Reporting, Direct Marketing coupled with Teletouch.

VLCC

VLCC Health Care Limited. is an Indian multinational, headquartered in Gurgaon, Haryana, specializing in scientific weight management solutions, skin and haircare treatments, beauty services and personal care. The company currently operates in 301 locations across 134 cities with a presence in 11 countries. It comprises a workforce of over 4,000 employees.