PROLIFE boosts conversion value 200% and reaches lowest CPA with Demand Gen

PROLIFE
DIE BESTE VERSORGUNG

Advising and supporting people who need assistive devices
EMEA - Germany • prolife.de

Agency Name: AdStrive GmbH



The Challenge

PROLIFE is a leading German service provider that advises and supports people who need assistive devices. Whether the issue is incontinence, stoma, enteral/parenteral nutrition, chronic wounds or tracheostoma, PROLIFE offers solutions and products for competitive and regulated B2C and B2B market sectors. The company's goal for its online marketing was to collect relevant leads, with Google being one of its main channels for driving leads and revenue. PROLIFE's challenge was to drive high-quality leads from the audience of people with relatives in need of assistive devices.

The Approach

PROLIFE offers a questionnaire on its various landing pages to qualify incoming leads, and these different lead stages carry different values. The company created a complex lead-tracking setup with defined lead values, such as A = best and F = worst. Working with Salesforce/Hubspot, it was able to send the lead values back to its Google account to maximize the lead value for all of its existing campaigns. PROLIFE focused on demographic targeting, website visitors, and top search terms, making use of Google's entire product performance suite.

Partnering with AdStrive: AdStrive helped PROLIFE develop its lead-tracking setup and demographic targeting.

The Results

With this strategy — for the topic of incontinence and with the same monthly budget — PROLIFE increased conversion revenue by 200% and lead volume by 100%. Over time, the algorithm was able to focus more on A-leads as PROLIFE sent more data back to Google. The Demand Gen campaign also had the lowest average cost-per-acquisition (CPA) for 2023–2024 at 50% less than average search campaigns.

"With Performance Max and Search combined, we increased the performance for PROLIFE significantly. We expanded the funnel with Demand Gen and lowered CPA by 50%."

Maik Metzen, Founder & CEO, AdStrive GmbH

2x
More leads

50%
Lower CPA than average search campaigns

200%
Value increase of all leads

Primary Marketing Objective

- Generate Leads

Featured Product Area

- Search + Performance Max
- Demand Gen

AdStrive Google Ads

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