



Kottakkal Health Massage & Wibits Digital: A Meta Ads Success Story

CASE STUDY ↴



Transforming digital advertising for a leading Ayurvedic massage center in Kuwait. This case study highlights a 6-month Meta Ads management project by Wibits Digital, showcasing significant improvements in lead generation, cost efficiency, and overall revenue.



Client



Agency



Key Achievement

**80% Increase
in ROAS**

The Challenge

Kottakkal Health Massage, a trusted name in Ayurvedic treatments, aimed to efficiently scale their Meta Ads to reach a broader, qualified audience in Kuwait's competitive wellness market. They needed expert management to enhance lead quality and maximize advertising ROI.

Client Background

Kottakkal Health Massage has long been a trusted name in Kuwait for authentic Ayurvedic treatments, boasting a loyal client base and a deep understanding of the wellness industry. The client was well-versed in the fundamentals of PPC advertising and understood the importance of a strong online presence.

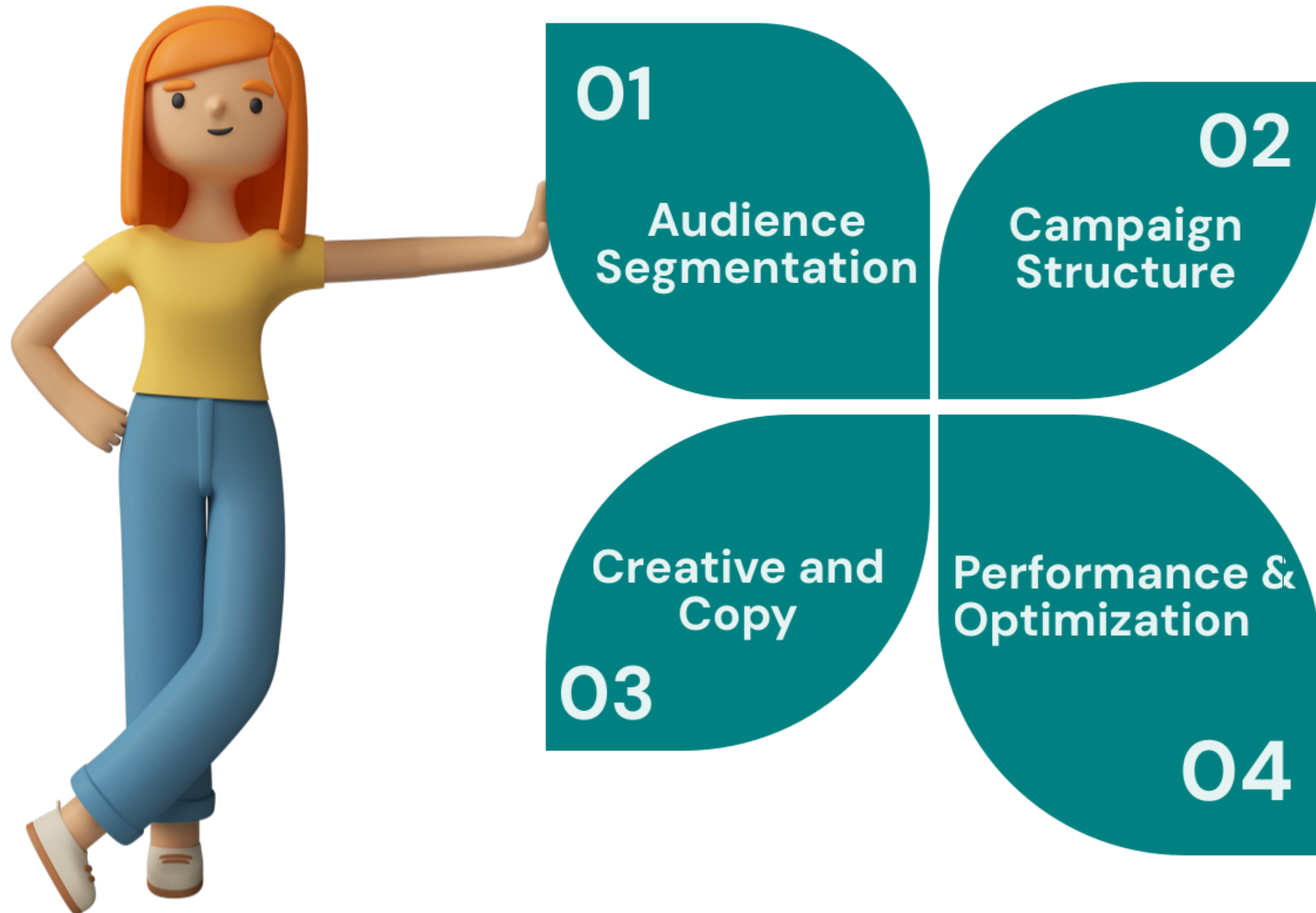
The Core Objective

Despite their knowledge, they faced the challenge of efficiently scaling their Meta Ads campaigns. Their primary objective was to acquire high-quality leads that converted into actual bookings, ensuring a strong return on their advertising investment, all while partnering with an agency that could provide strategic foresight and deliver measurable results without constant oversight.



Our Strategic Approach

Wibits Digital implemented a meticulous, performance-driven strategy tailored to Kottakkal Health Massage. Our approach was built on four key pillars to ensure comprehensive campaign success.



Advanced Audience Segmentation & Targeting

Demographic Precision: Targeted affluent individuals and expatriates in key Kuwaiti areas (ages 30–60) interested in health and wellness.

Psychographic Deep Dive: Identified interests like holistic health, stress relief, self-care, luxury experiences, fitness, yoga, and natural therapies for personalized ad delivery.

Custom & Lookalike Audiences: Leveraged existing customer data for remarketing and created lookalike audiences to efficiently reach new, high-potential prospects.



Multi-Funnel Campaign Structure

Awareness & Engagement: Launched captivating video and carousel ads showcasing the center's ambiance, therapist expertise, and treatment benefits.

Lead Generation Optimization: Utilized Meta Lead Forms and dedicated landing pages for special offers, streamlining information capture.

Conversion-Focused Campaigns: Employed dynamic ads and compelling CTAs ("Book Now," "Schedule Consultation") to drive direct bookings.

Strategic Remarketing: Implemented layered remarketing to website visitors, video viewers, and lead form initiators with tailored messages.

Compelling Creative & Copy Development

Visually Stunning Assets: Used high-resolution imagery and professional videos evoking tranquility, luxury, and well-being.

Benefit-Centric Messaging: Ad copy focused on solving pain points (stress, tension, fatigue) and highlighting unique Ayurvedic benefits.

Continuous A/B Testing: Rigorously tested ad creatives, headlines, body copy, and CTAs to identify top-performing combinations.



Proactive Performance Monitoring & Optimization

Daily Data Analysis: Monitored impressions, reach, CTR, CPC, CPL, and conversion rates daily.

Dynamic Budget Allocation: Continuously reallocated budget to top-performing ad sets and audiences.

Negative Targeting & Exclusion: Proactively added negative keywords and excluded irrelevant audiences/placements.

Conversion Rate Optimization (CRO): Provided recommendations for landing page improvements and post-lead nurturing.

Measurable Results & Achievements

The 6-month strategic Meta Ads management yielded significant, quantifiable improvements across all key performance indicators for Kottakkal Health Massage.

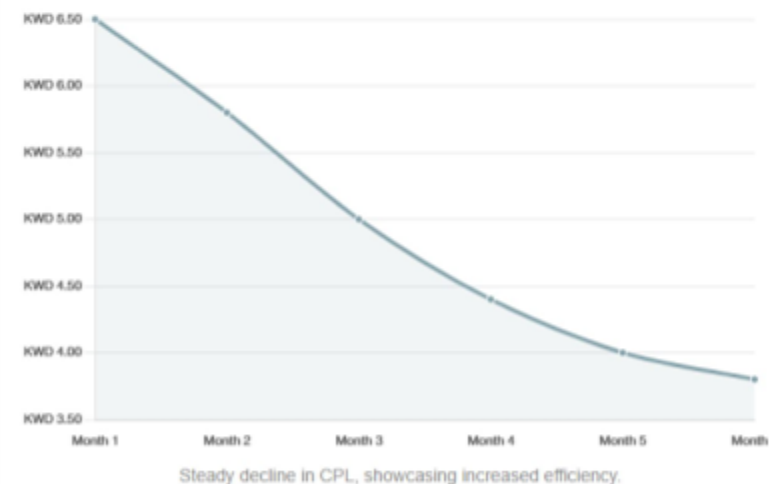
Key Performance Indicators (KPIs) Overview

KPI	Before (Avg. Monthly)	After 6 Months (Avg. Monthly)	% Improvement
Total Ad Spend	KWD 1,200	KWD 1,800	+50%
Impressions	180,000	350,000	+94%
Reach	95,000	200,000	+110%
Website Clicks	3,000	8,500	+183%
Leads Generated	180	300	+67%
Cost Per Lead (CPL)	KWD 6.50	KWD 3.80	-41%
Bookings (Attributed)	60	120	+100%
Return on Ad Spend (ROAS)	2.5x	4.5x	+80%

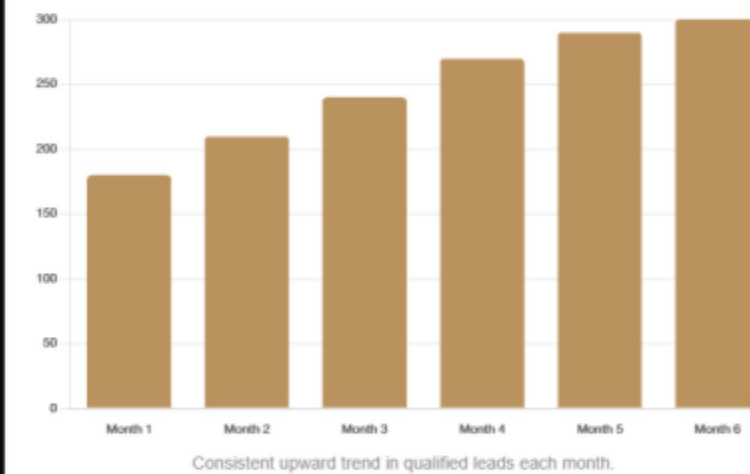
+80%
Return on Ad Spend (ROAS)

-41%
Cost Per Lead (CPL)

Cost Per Lead (CPL) Trend (KWD)



Monthly Leads Generated



+67%
Leads Generated

Effective Lead Generation Tactics

Beyond broad strategies, specific real-time tactics were crucial in capturing high-quality leads. Here are some of the most impactful approaches:

Post-Work Stress Relief

Targeted evening commuters near business districts with ads like "Unwind after a long day," capturing individuals seeking immediate relaxation.

Wellness Lifestyle Content

Engaged users interested in yoga and holistic living with educational content on Ayurvedic benefits, attracting informed, high-quality leads.

Weekend Recharge Offers

Pushed special weekend packages on Thursdays/Fridays, appealing to individuals planning leisure and driving high conversion for these offers.

Hyperlocal Geo-Targeting

Focused on affluent residential areas and luxury hotels, reaching individuals likely interested in premium health and massage services.

Interactive "Right Massage" Quizzes

Used engaging quizzes to help users self-identify needs, directing them to specific services and generating highly qualified leads.

"New Client Special" Urgency

Implemented limited-time offers for new clients, creating scarcity and encouraging immediate action from first-time visitors.

Conclusion



The partnership between Kottakkal Health Massage and Wibits Digital exemplifies how expert Meta Ads management can transform digital presence into tangible business growth. By understanding the client's existing knowledge and focusing on efficiency, strategic targeting, compelling creatives, and continuous optimization, Wibits Digital successfully navigated the complexities of the digital advertising landscape.

The significant increase in qualified leads, reduction in acquisition costs, and substantial boost in bookings over six months underscore the value of a dedicated and skilled PPC agency. Kottakkal Health Massage is now better positioned than ever to reach its target audience and continue its legacy of providing exceptional Ayurvedic wellness services in Kuwait.

THANK YOU

[Get In Touch](#)

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