



**DIVERSE AD  
IMAGERY, 44%  
MORE LEADS**

## THE PROBLEM

The client launched a new service offering, Uterine Fibroid Embolization (UFE) and wanted to increase leads volume while lowering costs. We were getting a lot of clicks but low booking volume.

## THE SOLUTION

We researched uterine fibroids along with the procedure. We discovered that African-American women are affected the most by this condition. We also found that most women avoid surgery because they typically have to get a hysterectomy. We were excited to learn that our client's procedure is non-invasive and did not require hysterectomy.

It prompted us to consider how testing different races in creative would resonate with the target audience. It also caused us consider how we could adjust our messaging to focus on the target audience's main concerns instead of just explaining the procedure.

**44%**  
**more leads**

## THE RESULTS

These insights helped influence the client's decision in considering inclusion of more African American women in marketing materials for the procedure. We saw a **44% increase in lead volume with over 80% of the leads converting on the ads** that showed African American women.

The second highest converting ad creative included Latina women. Also, creative that focused on UFE being a non-invasive alternative to hysterectomy generated more leads than those focused on pain management or symptoms.