

Google helps Man Medical Institute launch a new Youtube lead-gen campaign in record time

MAN[®]

medical institute

MAN Medical Institute is the leading clinical group in Europe specialized in male medicine and surgery.

Madrid, Spain • [Linked URL](#)



The challenge

MAN Medical Institute were interested in launching a new Youtube For Action campaign in order to generate high quality leads for their male hair implant service, but were lacking the right creative. They needed a quick win to handle the tough competition in the industry. They had already tried launching a campaign with their existing videos, but the video had failed to yield favorable results in terms of lead generation.

The approach

Google approached the agency, Royal Comunicación & MAN Medical Institute, in order to form part of the Creative Directory pilot. The pilot consisted in pairing the client with an approved creative partner, in charge of creating a brand new Youtube For Action video to help generate new leads, and position MAN Medical Institute as the leading clinical group in Europe in the field of male hair treatments.

Partnering with Royal Comunicación

In order to deliver the best results as fast as possible, Google worked closely with Royal Comunicación. After an initial briefing call including the client, the agency, Google and the creative partner provided by Google, a new video was delivered in less than a week. This process delivered a performance focused-high quality video, complying with all the client's requirement, and after 7 days from the initial call, the campaign was up and running.

The results

In just under a month, the video has generated some of the highest quality leads for MAN Medical Institute, lowering the CPA by 72% in Youtube campaigns when compared to their own creatives. As a result of this, MAN Medical Institute is now running an always-on TrueView for Action campaign, and will run video strategies for all their new launches, following the creative guidelines of our creative partners.

“The execution of the project has been amazing, and in record time. The results from the video have been superior compared to other tests we had previously launched with Youtube. We're more than thrilled with Google's work and support”

—Juanjo López, CEO, Royal Comunicación

72%

Decrease in CPA

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