

# Lead generation and service visibility



## CLIENT

Néctar Seguros de Salud was founded in 2009, as part of **Group hna**, like a new Health Insurances concept. Nowadays, **Group hna** serves to more than 8 million users.

## GOAL

Their goal was to collect potential customer's telephone numbers and emails. **Néctar Seguros de Salud** also wanted to achieve those leads in a cheaper way than in they used to get it from their website.

## STRATEGY

Using a completely new format that it had not been used previously in Facebook, **Néctar Seguros de Salud** reaches their goals.

The strategy was aimed at **make more affordable the Cost per Lead**, because it was being too expensive on their classic website. For this reason, **Néctar** wanted to know if thanks of Facebook, they were going to achieve that objective.

Having the **formulary almost completed** was a very good option. Without the necessity for users to write down their data again, **Néctar** reached a **higher number of conversions**. **Customer experience** is so much better thanks to Facebook.

The target was for mobile devices, 32-55 spanish people, excluding those from their own Data Base. **Néctar** did not work with any creative agency, every single part of the creative process was by their own.



reach  
x2

cost  
reduction  
x5

“ Facebook allows us to define the target that we want to direct our actions with more precision than other online channels, because we can do concrete actions according to the people, permitting us to learn from the customers and to find kindred profiles through that knowledge.”

Dámaris Ayala **Business Developer, Néctar (Spain)**



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