



CASE STUDY



TMS Life

About



TMS Life offers Transcranial Magnetic Stimulation (TMS) therapy for depression, OCD, and various mental health conditions, now available in Ottawa. With a decade of experience, TMS has emerged as a groundbreaking treatment for Major Depressive Disorder (MDD) and other disorders, offering hope to those who have previously found little relief from medication and therapy. The therapy, administered in sessions lasting less than 30 minutes, is safe, medication-free, and proven to be fast and effective, allowing individuals to regain control of their lives in just a few weeks.



At TMS Life, compassionate and skilled professionals are dedicated to providing the highest quality care to individuals and their loved ones affected by mental health conditions. Understanding the profound impact of these conditions, the team is committed to offering hope and healing through innovative treatments like TMS therapy, empowering individuals to live their best lives and overcome the challenges of mental illness with care and compassion.



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1 challenges

Facing a significant challenge in optimizing lead generation and overall growth, TMS Life sought to enhance their advertising strategy. The company identified a need to boost leads, clicks, conversions, and overall online visibility. In response to this challenge, TMS Life enlisted the expertise of Mediaforce to explore the impact of their services on transforming and elevating TMS Life's digital presence and marketing outcomes.



before Mediaforce

- TMS Life was struggling to find consistent patients
- Minimal knowledge and interest among patients in their services
- Strategy was to have campaigns specific to informing those with mental health issues about TMS treatment

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key metrics

2

TMS Life's case study evaluates key metrics such as clicks, \$ per click, purchases, leads, search through click rate, conversion rate, impressions, and \$ spent. These metrics collectively provide insights into the effectiveness and efficiency of TMS Life's advertising strategy. The study aims to showcase improvements in lead generation, user engagement, and overall return on investment resulting from Mediaforce's services.



after Mediaforce

\$5,628 spent



192 leads



1,249 clicks

\$2.85 per click



10.77%
conversion
rate



14.39% click
through
rate



8,677
impressions