

# Alborj Hair Clinic – Performance is for everyone

## Task

Alborj Hair Clinic moves in a very competitive, high-value industry.

The campaign objective was to generate inquiries in their website.

## Approach

- Programmatically targeting Beauty and Lifestyle sites, Local News sites frequented by target audience.
- Targeting Intent using Search
- 3rd Party DMP's targeting by Affinity and Recent online behavior
- Massive retargeting

## Result

- CTR of 1.12%
- Conversion 11%+

