**Strategy**

Focus on themes with the best CTR and lowest CPA.

**Lessons Learned**

1. Ads without "Bowtie" have better CTR and CPA.
2. "出院免找數" (hassle-free claims) and "毋須驗身" (no medical exams) also perform better.

**Ad1 Headline:**  
"自願醫保即減30%：出院免找數安心保障！"

**Body:**  
"立即享受Bowtie純網上自願醫保，出院免找數，安心又方便。限時優惠，馬上行動！"

**Call-to-Action:**  
"立即保障您的優惠！"

**Ad2 Headline:**  
"自願醫保即減30%：網上投保 毋須驗身！"

**Body:**  
"Bowtie自願醫保，網上輕鬆投保，毋須驗身。首年保費即減30%，簡單快捷！"

**Call-to-Action:**  
"立即網上申請！"