

SPINE WELL



TractionFast 

**CASE STUDY**

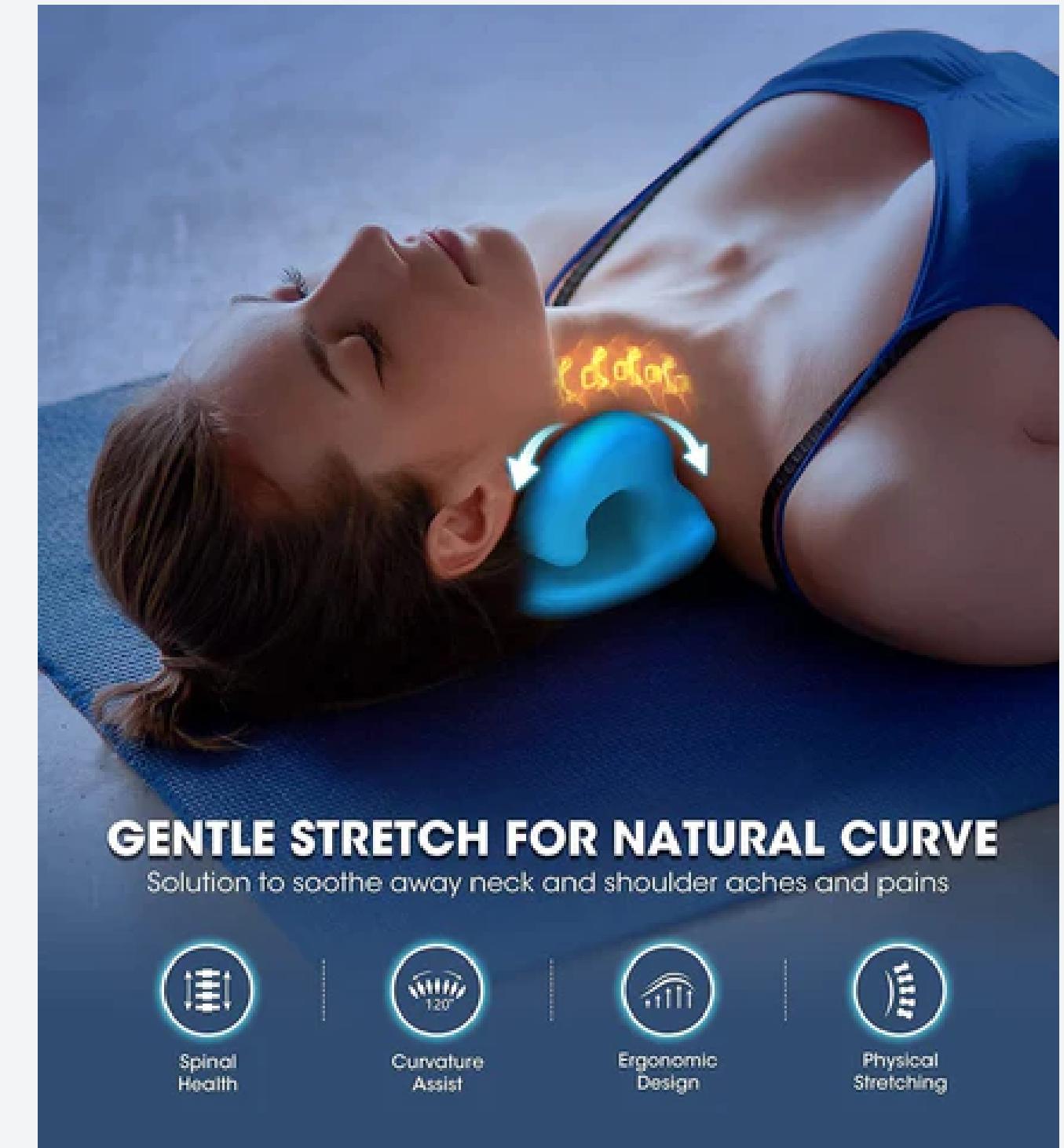
# Launched Targeted Campaigns for SpineWell, Driving Early Adoption of Their New Neck Pain Relief Product

SpineWell, a company in the health and wellness industry, developed the NeckRelaxer, a product designed to alleviate neck and cervical pain. As a new product launch, SpineWell sought to attract initial users and validate market demand. TractionFast partnered with them to create highly targeted Facebook and Instagram ad campaigns aimed at generating leads and driving traffic to their website. Through precise customer targeting, SpineWell was able to successfully introduce their product to the right audience.

# About The Company

SpineWell operates in the health and wellness industry, focusing on providing innovative solutions for people suffering from neck and cervical pain. Their flagship product, the NeckRelaxer, is designed to help alleviate discomfort and improve overall well-being for individuals dealing with chronic neck pain.

At the time of working with TractionFast, SpineWell was preparing to launch the NeckRelaxer and sought to attract early users, generate leads, and validate demand for their product in a highly competitive market.



## GENTLE STRETCH FOR NATURAL CURVE

Solution to soothe away neck and shoulder aches and pains



Spinal  
Health



Curvature  
Assist



Ergonomic  
Design



Physical  
Stretching

# Challenges

As SpineWell was launching a new product, the NeckRelaxer, their primary challenge was generating awareness and attracting early adopters in a crowded health and wellness market. They needed a way to effectively target customers who were experiencing neck and cervical pain and drive them to take action, whether it was generating leads or visiting the product's website.

# Goals

SpineWell's main goals were twofold:

- ✓ Generate leads for potential customers interested in the NeckRelaxer.
- ✓ Drive traffic to their website to introduce and showcase the benefits of the product to their target audience.

# Our Solution

TractionFast designed a comprehensive Facebook and Instagram ad campaign to target individuals suffering from neck and cervical pain. The campaign's goal was to generate awareness and leads for SpineWell's new product, the NeckRelaxer. Using detailed customer segmentation and targeting, the ads focused on reaching people likely to benefit from the product based on interests, behaviors, and demographic data.

The ad creatives were tailored to highlight the key benefits of the NeckRelaxer, focusing on pain relief, comfort, and improved quality of life. Messaging was designed to resonate directly with the target audience, addressing their specific pain points and encouraging them to visit SpineWell's website for more information. TractionFast also created variations of the ads to test different messages and visuals to optimize performance.

# Execution

With the strategy and targeting in place, TractionFast launched the Facebook and Instagram ad campaigns for SpineWell. Throughout the campaign, metrics like click-through rate (CTR), cost per click (CPC), and website visits were closely monitored to ensure optimal performance.

The team tested multiple ad variations to identify which creatives and messaging performed best, allowing for real-time adjustments. Based on early results, TractionFast refined the targeting and messaging to further improve engagement. This iterative approach ensured that the ads consistently reached the most relevant audience, driving traffic to the SpineWell website and generating high-quality leads.

# Results

The campaign delivered outstanding results for SpineWell.

- **Lead Generation:** TractionFast helped SpineWell generate 8x more leads compared to their initial efforts.
- **Cost Efficiency:** The cost per lead was reduced by 50%, allowing SpineWell to maximize their marketing budget.
- **Website Traffic:** There was a significant increase in traffic to SpineWell's website, with a substantial portion of visitors engaging with the product page for the NeckRelaxer.
- The campaign not only generated leads but also provided SpineWell with valuable insights about their target audience's preferences and needs. This allowed them to further refine their messaging and product positioning based on real customer feedback, making future campaigns even more effective.



TractionFast



Working with TractionFast was a seamless experience. Their ability to target the right audience and tailor the messaging to our product's benefits made a big difference in generating high-quality leads. We saw an immediate increase in traffic to our website and a significant reduction in our cost per lead. What really stood out was their data-driven approach—constantly tweaking the campaign to ensure we were getting the best results. Thanks to TractionFast, we were able to successfully launch the NeckRelaxer and connect with the right customers right from the start.

- Prateek P Singh, CEO, SpineWell

# Ready to take the next step?

At TractionFast, we specialize in helping startups and early-stage businesses validate their ideas, acquire early customers, and refine their products through data-driven insights. Whether you're looking to test a new concept, pivot your offering, or scale quickly, we can provide the support and expertise you need to make informed decisions.

Let's discuss how we can help your business achieve similar results. Contact us today to schedule a free strategy consultation and see how TractionFast can accelerate your growth.

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