

REBELLION

CASE STUDIES

Yppah

Sector:
Health & Wellness

Location:
Happy St.



Rebellion have helped bring our service to a wider audience and it's been great to see how we can help so many people. Couldn't have done it without Rebellion!



Yppah
Director



3p
Cost per Click

6
Results in 6 Months

19,000
New Users

8
Rebels to Make it

The Challenge

Yppah works with individuals and businesses to help improve mental health and wellbeing. Their solutions work around identifying key areas such as relationships, thoughts, feelings, energy and more; to help users better manage their mental load and work by feeling more in control and happy.

Yppah came to Rebellion Marketing with a detailed and specific goal in mind. Their focus on mental health and being happy and healthy within meant that to reach those who need their services can be a huge task. But, it's one that we Rebels relished in!

Yppah's problem was one that isn't uncommon in any industry. They wanted to reach more people who needed their services. Simple when put like that. However, while there was extensive research that had been conducted before working with Rebellion they still needed a little extra.

Yppah came to Rebellion for support surrounding PPC and our expert strategy skills to enhance their campaign. As well as creating a focus on social media and building a dedicated and loyal audience on TikTok and Instagram.

The Solution

The solution was simple. Our PPC Rebels took Yppah's existing data and began to create a detailed strategy on how to reach the target audience.

Our Rebels conducted competitor research to identify the key players in their industry. This allowed our team to see what was happening in the industry and online spaces; and better prepare our strategy and implementation to ensure we were not only competitive but better than the competition.

With a huge focus on reaching India we knew that location and understanding the audiences in that area was the most important key to reaching Yppah's goal. Our campaigns focused on Yppah's benefits and how easy it is to implement simple mindfulness techniques. One of the main focuses was to ensure traffic was driven to their wellness quiz which allows users to check in with themselves and work towards better mental health and wellbeing.

Our extensive strategy allowed the Rebels to execute and carry out the implementation without a hitch. We refined the keywords and geographical locations of each campaign, while monitoring and creating reports on each campaign.

The Conclusion

The result was unlike anything we've seen before in a PPC campaign. In 6 months, our Rebels created a detailed strategy and implemented each action. With the PPC campaigns going live on December 12th 2022, the results were incredible. From 2000 users to over 19000 users but that's not it, there's more.

Our Rebels reduced the cost per click to 3p per conversion! Now that is an incredible ROI if we say so ourselves.

This work took time and dedication, as well as our expert Rebels knowledge. With consistent improvements to better optimise each PPC ad, the results came flying in.

If we've made this sound easy then we're doing our job right. If you'd like to Rebelutionise your marketing contact our team of rebels now.



CLEAR CUT

www.rebellionmarketing.co.uk



hello@rebellionmarketing.co.uk



02394 311 198

