

Overview

Client: Myomo, Inc. (U.S. medical robotics company)

Product: MyoPro™ — a powered arm brace that restores arm and hand mobility for patients with stroke, brachial plexus injury, brain injury, or spinal cord injury

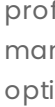
Outcome: A clear map of what's broken, what's missing, and what's turning clicks into qualified patient leads — then rebuilding the entire acquisition system from the ground up.

The Problem

Before MarketKing, Myomo's ad campaigns were generating leads — *but not clarity. Marketing spend was growing, but results weren't measurable.*

**No tracking**

No reliable attribution or clear patient-source data for campaigns. Impossible to know which ads were driving real patients.

**High CPL**

Lead costs were too high to scale campaigns profitably across channels — CPL reaching \$196, and many of those leads were unqualified. No optimisation framework in place to separate serious patients from browsers.

**Inconsistent leads**

Volume fluctuated wildly without a predictable growth engine. No retargeting system to nurture prospects through the long insurance journey.

**Lack of transparency**

No visibility into ROI or campaign quality for the executive team. Marketing decisions made without data to back them up.

Result: Marketing spend was growing — but results weren't measurable or predictable.

What We Did

To fix that, MarketKing rebuilt Myomo's entire digital marketing ecosystem from the ground up

We launched full-funnel campaigns, rebuilt tracking from scratch, produced 100+ creative variations, and mapped the entire patient journey from first click to insurance qualification.

- **Full-Funnel Campaign Launch** — optimised campaigns across Facebook, Instagram, Google, and YouTube ensuring full-funnel visibility and reach
- **Omnipresent Retargeting System** — implemented retargeting to keep Myomo top-of-mind and improving conversion rates throughout the patient journey
- **Media Strategy & Spend Optimization** — rebuilt ad delivery setup, cutting wasted spend and improving targeting precision
- **End-to-End Tracking & Attribution** — integrated UTM tracking to see exactly which channels and creatives yielded higher-quality leads
- **Creative Refresh & Scale** — rebranded and refreshed creative assets, producing 100+ new ad variations to fight creative fatigue and improve CTR
- **Funnel Mapping & Landing Page Optimization** — mapped the full customer journey and built a new myomo.org landing page with a detailed 10-question eligibility quiz to qualify patients earlier

**TRACKING**

End-to-end attribution

UTMs, pixel events, dashboards — every lead traced from first click to insurance qualification.

**RETARGETING**

Omnipresent sequences

Kept Myomo top-of-mind across the full patient journey — improving conversion rates at every stage.

**PAID MEDIA**

Full-funnel campaigns

Facebook, Instagram, Google, YouTube — top-of-funnel awareness to bottom-of-funnel qualification.

**CREATIVE**

100+ ad variations

Rebranded creative assets — patient stories, Medicare-focused ads, and UGC-style content to fight ad fatigue.

**LANDING PAGE**

Funnel optimization

Mapped the full customer journey and optimised conversion points — built myomo.org with MarketKing, including a new landing page with a detailed 10-question eligibility quiz to pre-qualify patients before they ever reach the sales team.

**MEDIA STRATEGY**

Spend optimization

Rebuilt ad delivery setup, cutting wasted spend and improving targeting precision across all channels.

RESULT

What the numbers look like now

**4000+**

Leads Generated

From inconsistent inbound to a predictable flow of qualified patient leads every month

**\$72**

Cost Per Lead Reduced

Down from \$196 through creative rotation and targeting precision

**80%**

Faster Lead-to-Qualified

Retargeting and funnel mapping cut time from first click to insurance qualification

**FULL UTM**

Full Visibility Achieved

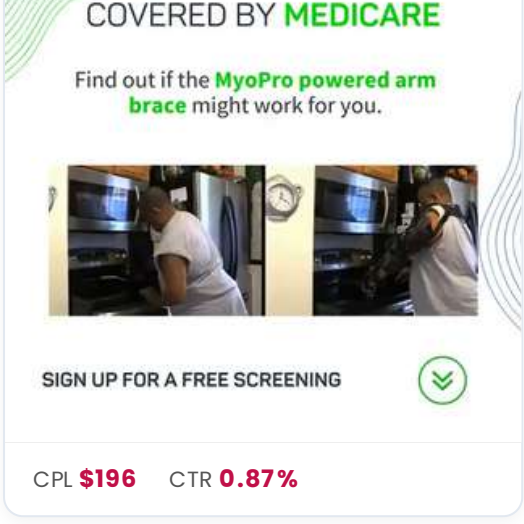
Every channel, campaign, and creative tracked in real time — for the first time in the company's history

Creative Transformation

From wasted budget to high-converting assets

• Before MarketKing

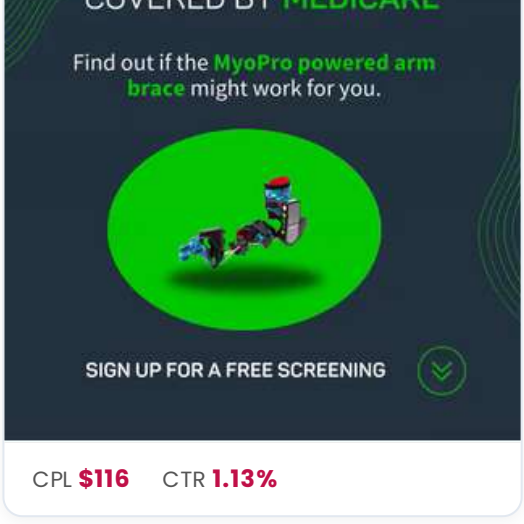
Low efficiency



CPL **\$196** CTR **0.87%**



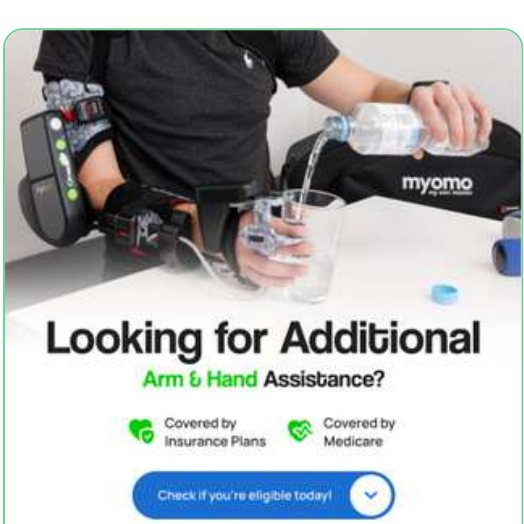
CPL **\$127** CTR **0.89%**



CPL **\$116** CTR **1.13%**

• After MarketKing

High efficiency



CPL **\$93** CTR **0.67%**



CPL **\$121** CTR **0.79%**



CPL **\$72** CTR **1.26%**

What Changed

From:

- Guessing which ads work — zero attribution
- CPL up to \$196 with no optimisation framework
- Inconsistent, unpredictable lead flow
- No visibility into ROI for leadership

To:

- Full attribution — every click traced to outcome
- CPL down to \$72 through creative rotation
- Predictable, scalable patient lead generation
- Real-time ROI dashboard for executive team

Landing Page

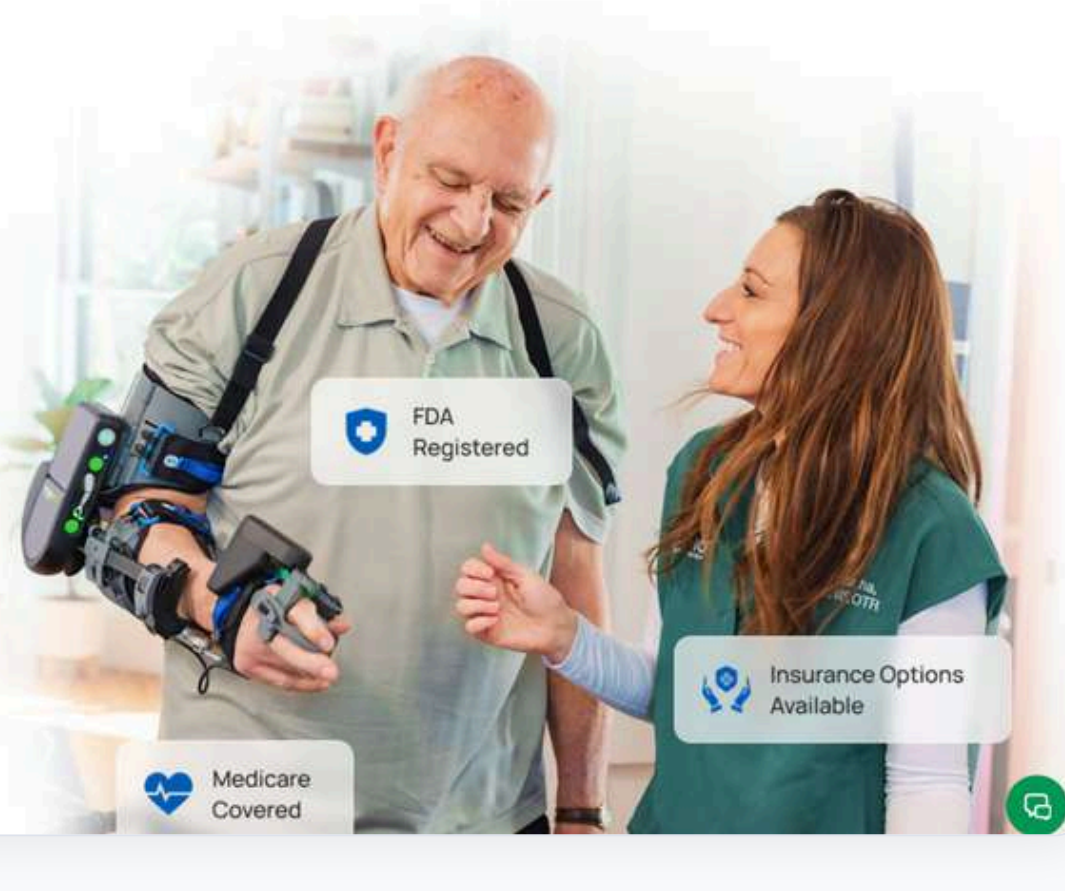
New Landing Page with Quiz Created



Regain Control
Restore Independence

Find out if you qualify for MyoPro — a powered brace designed to help you regain arm and hand mobility.

See If You Qualify



FDA Registered

Insurance Options Available

Medicare Covered

Wanna be our next success story?

- Book a Free Growth Audit — we'll show you exactly where your marketing is leaking revenue
- Get a clear map of what's broken, what's missing, and how to fix it
- Walk away with a step-by-step growth plan — whether you work with us or not

Contact Us →

4000+

leads generated for one client

\$72

new cost per lead

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