MARKETKING

myomo

CASE STUDY · MEDICAL DEVICE MARKETING

# Every click should make you money — not just noise

How MarketKing built a full-funnel patient acquisition system for Myomo — the world's only powered arm brace

| 4000+ | $72 | 80% | 100+ |
|---|---|---|---|
| leads generated | CPL | conversion | creatives |

## 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 with no optimization framework in place.

### 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 optimised conversion points at every stage

**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.

**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 inflow to a predictable flow of qualified patient leads every month

**$72**
**Cost Per Lead Reduced**
Down from $196 through creative rotation and targeting precision

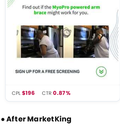
**80%**
**Faster Lead-to-Qualified**
Retargeting and funnel mapping cut time from first click to insurance qualification

**Full UTM**
**Full Visibility Achieved**
Every channel, campaign, and creative tracked in real time — for the first time in the company's history

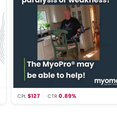
## Creative Transformation

From wasted budget to high-converting assets

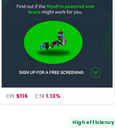
**• Before MarketKing** — Low efficiency




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

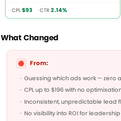



CPL **$127** CTR **0.89%**

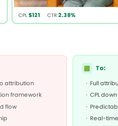



CPL **$116** CTR **1.13%**

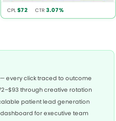
**• After MarketKing** — High efficiency




CPL **$93** CTR **2.14%**




CPL **$121** CTR **2.38%**




CPL **$72** CTR **3.07%**

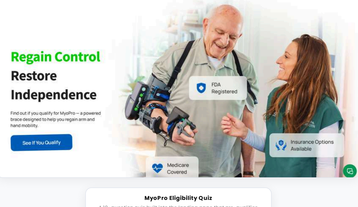
### What Changed

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

**To:**
- Full attribution — every click traced to outcome
- CPL down to $72–$93 through creative rotation
- Predictable, scalable patient lead generation
- Real-time ROI dashboard for executive team

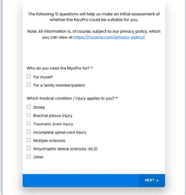
## Landing Page

myomo.org — built by MarketKing




**MyoPro Eligibility Quiz**

A 10-question quiz built into the landing page that pre-qualifies patients before they reach the sales team — asking who the device is for and which medical condition applies, so only serious, eligible leads move forward.




## 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**
cost per lead