

## Case Study

# PPC Results for Pratibimb

Higher Rankings, Visibility & Engagement



2025-2026

Create. Optimize. Deliver.



# About Pratibimb

Life & Breath, an online wellness initiative by Pratibimb, offers a science-based breathwork course designed to naturally heal stress, pain, BP, insomnia, anxiety, and more—through a structured 20-session online program guided by wellness expert Pravin Manker.

To increase registrations for Batch 31, Life & Breath partnered with Digital Rhetoric to run a performance-driven Meta Ads PPC campaign with the objective of driving high-quality lead generation at a profitable CPL (Cost Per Lead) and building awareness for the wellness-based online course.



# The Challenge



- Low Awareness About Breath-Based Healing  
Breathwork is still a niche concept—target users needed education before conversion.
- Trust & Credibility Gap  
As this is a health-related program, users required proof, authority, and reassurance before registering.
- Nurturing Required Before Enrollment  
People needed experience first before committing to a paid course. Direct sales messaging wouldn't work.
- Competitive Attention Economy  
Health & wellness ads compete against gyms, yoga apps, supplements, and mental health coaching—making ad positioning extremely critical.



# Solution

We implemented a 2-layered PPC funnel strategy focused on awareness → experience → enrollment, optimized for maximum conversion & lowest CPL.

## 1. Awareness + Lead Generation

Campaign: Free Intro Class - Lead Gen

Goal: Educate & let users “experience” before purchase.

Ad Strategy Used:

Element	Purpose
Healing benefits upfront	Instant relevance
90-minute FREE online session	Low-friction lead capture
Strong CTA: “Sign Up”	High intent action

## Performance:

Campaign name	Reach	Impressions	Leads	Cost per Lead
Free intro class lead gen. camp. 20/10/25	78,429	86,736	61 <small>[2]</small>	₹43.21 <small>[2]</small>
<b>Total results</b> 1/1 row displayed	78,429 Accounts Centre accounts	86,736 Total	61 <small>[2]</small> Total	₹43.21 <small>[2]</small> Per Action

Result: Most cost-efficient lead source. Verified demand & built a high-quality warm audience.

# Solution

## 2. Retargeting Campaign (High-Intent Users)

Campaign: Free Intro Class – Retargeting (Lead Gen)

Custom Audiences Targeted:

- All website visitors
- FB & Instagram engaged users
- Previous campaign leads
- Past registrants of other programs

Page/custom engagement audiences

Campaign name	Reach	Impressions	Leads	Cost per Lead
Free intro class retargeting lead gen. camp. 22/10/25	975	3,539	10 [2]	₹164.20 [2]
Total results 1/1 row displayed	975 Accounts Centre accounts	3,539 Total	10 [2] Total	₹164.20 [2] Per Action

Insight: Though CPL was higher, this campaign converted high-intent users who were already familiar with the brand—ideal for nurturing.

# Solution

## 3. Paid Course Registration Campaign – Batch 31

Objective: Convert nurtured leads into paid course registrations.

Ad Approach:

- Highlighted 20-session online course format
- Mentioned mentor Pravin Manker for authority
- Added deadline ("Registrations close 15th Nov" for urgency)
- Used transformation-based language and visuals

Campaign name	Reach	Impressions	Leads	Cost per Lead
L & B batch 31 Lead Gen. Camp. 27/10/25	43,909	78,080	177 [2]	₹24.71 [2]
Total results 1/1 row displayed	43,909 Accounts Centre accounts	78,080 Total	177 [2] Total	₹24.71 [2] Per Action

Result: Lowest CPL across all campaigns & highest qualified lead volume.

# Solution

Overall Results:

Campaign Type	Leads	CPL
Free Intro Class Lead Gen	61	₹43.21
Free Intro Class Retargeting Lead Gen	10	₹164.20
Batch 31 Registration Lead Gen)	177	₹24.71

Total Qualified Leads Generated: 248

Best Performing Campaign: Batch 31 – Lead Gen (₹24.71 CPL)

Highest Lead Quality: Retargeting campaign

Lowest CPL: Batch 31 Registration campaign

Best Insight: Users respond better to experience first approach than direct sales.

# Solution

Key Strategic Learnings:

Insight	Impact
<b>Free intro session built trust</b>	<b>Improved conversion in later stages</b>
<b>Credibility anchors needed</b>	<b>Mentor name, online format, session structure</b>
<b>Scarcity &amp; deadlines boosted CTR</b>	<b>“Registrations close on...” performed strongly</b>
<b>Warm audience retargeting</b>	<b>Higher intent but higher CPL</b>
<b>Funnel-based ad structure</b>	<b>3-layer PPC strategy gave best results</b>



# Conclusion



Through a data-driven PPC funnel strategy, Digital Rhetoric successfully helped Life & Breath generate 248 qualified leads, reduce the overall CPL, and position the Batch 31 online breathwork course as a trusted wellness program.

By nurturing users before conversion, using a free intro class as a trust-building magnet, and optimizing ad creatives for authority, urgency, and transformation, we achieved a high-conversion, low-cost Meta ads campaign with measurable ROI.

Life & Breath is now equipped with a scalable paid campaign structure that can be replicated for future batches with even higher conversion potential.



# THANK YOU!



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