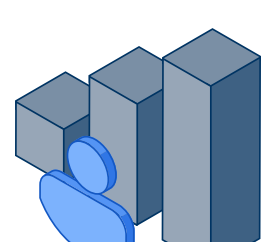


Navigating Brand Awareness for The Breastfeeding Shop



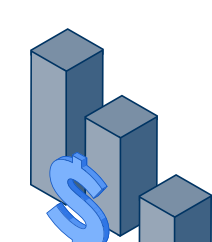
KEY METRICS



+61%
Lead Volume



+82%
Conversions



50%
CPA Reduction

Navigating the insurance process to access essential medical equipment, such as breast pumps, is often overwhelming and confusing for new parents. Many individuals are unaware of their eligibility for a free or low-cost breast pump through insurance, and those who are aware face complex and time-consuming procedures to secure coverage. This creates a significant barrier to accessing the high-quality breastfeeding tools needed for the health and well-being of both parent and baby.

ABOUT THE BREASTFEEDING SHOP

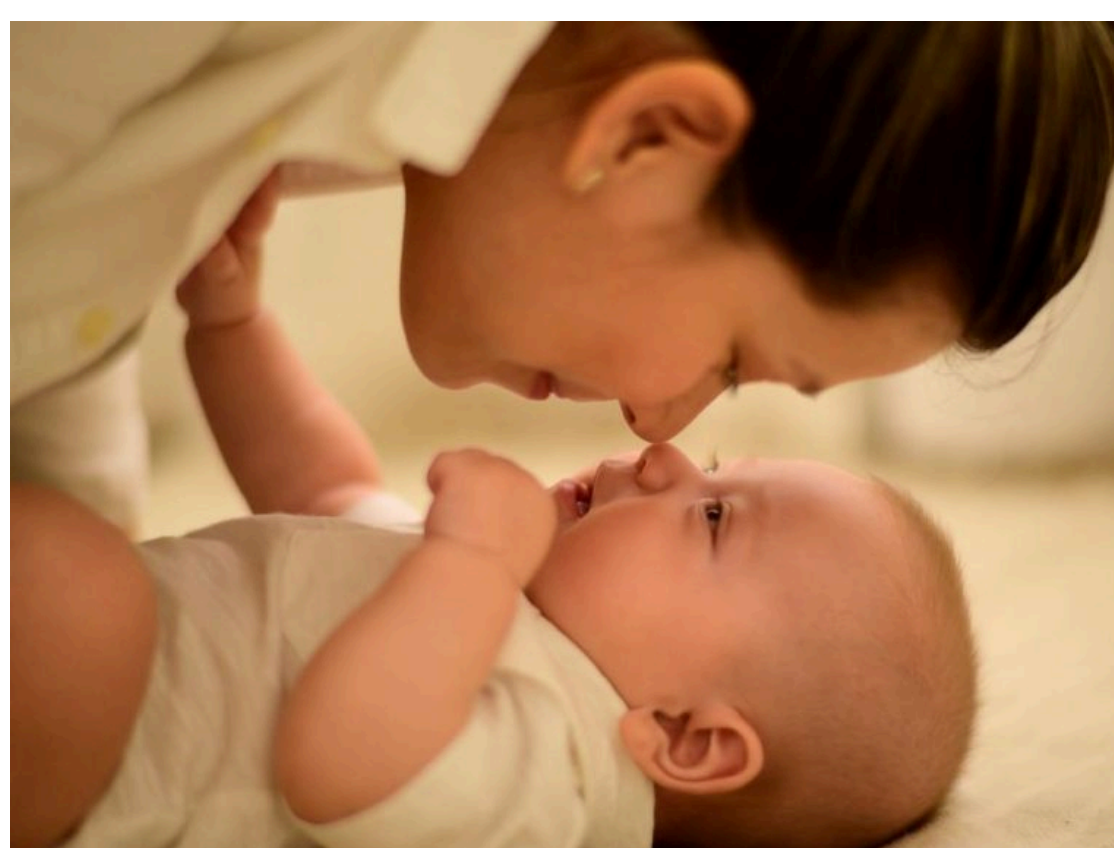
The Breastfeeding Shop is dedicated to helping new moms access high-quality, insurance-covered breast pumps. To ensure every mom can receive a free breast pump, the company simplifies the process of navigating insurance reimbursement and provides access to top-rated brands like Medela and Ameda. Its focus on making breastfeeding comfortable and affordable has set it apart in a competitive market.



The Challenge

The Breastfeeding Shop faced two primary obstacles:

- Building Awareness:** Many moms were unaware they could get a free breast pump through their insurance.
- Standing Out:** The brand operated in a crowded marketplace with numerous competitors targeting the same audience.



Goals and Objectives

When The Breastfeeding Shop partnered with Logical Position, it set a clear goal: expand its national brand reach. This required budget for top-of-funnel traffic, which we were able to allocate based on reducing our cost-per-acquisition (CPA) to \$50 or below.

They want to scale their business nationally and expand their reach. They also want to optimize their ad spend and become a brand leader in the industry. They currently receive 1500-2000 monthly orders and want to grow that to at least 3000.

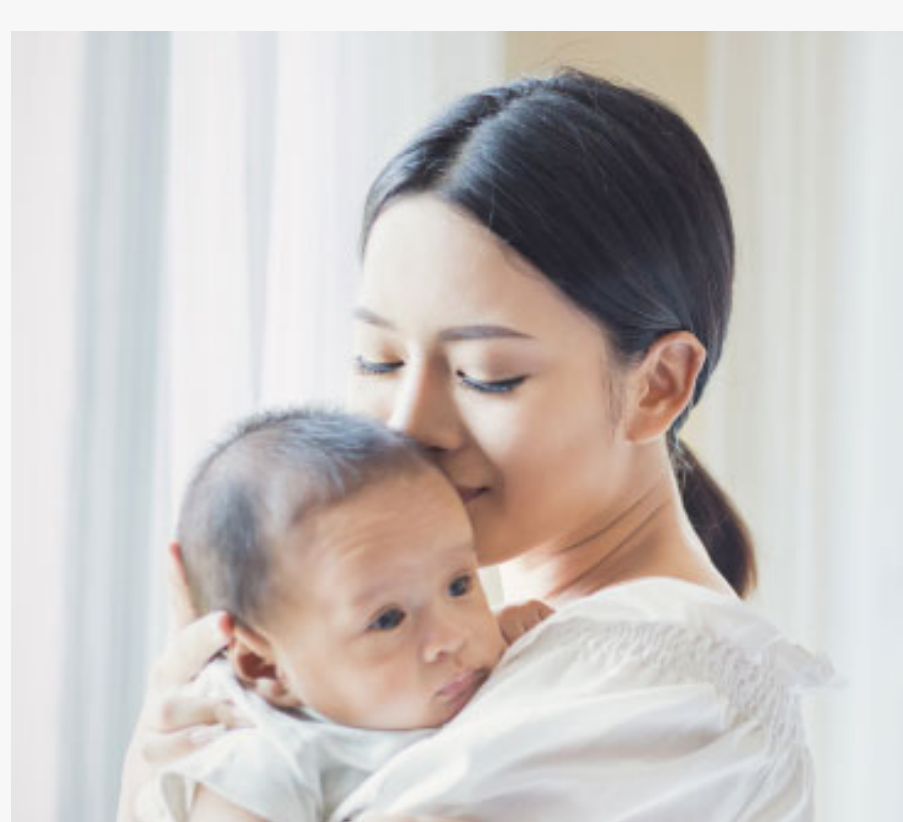
OUR STRATEGY

Targeted Search Campaigns

We rebuilt their campaigns manually to put proper inputs in place and ventured into PMAX campaigns to reach prospects at scale. Our campaigns targeted states with better conversion rates and segmented out insurance providers to find traction.

Building Awareness via Meta

Logical Position leveraged Meta's robust advertising platform to reach new moms and address the lack of awareness. These top-of-funnel campaigns educated the audience about their eligibility for free breast pumps through insurance, driving brand recognition and lead generation.



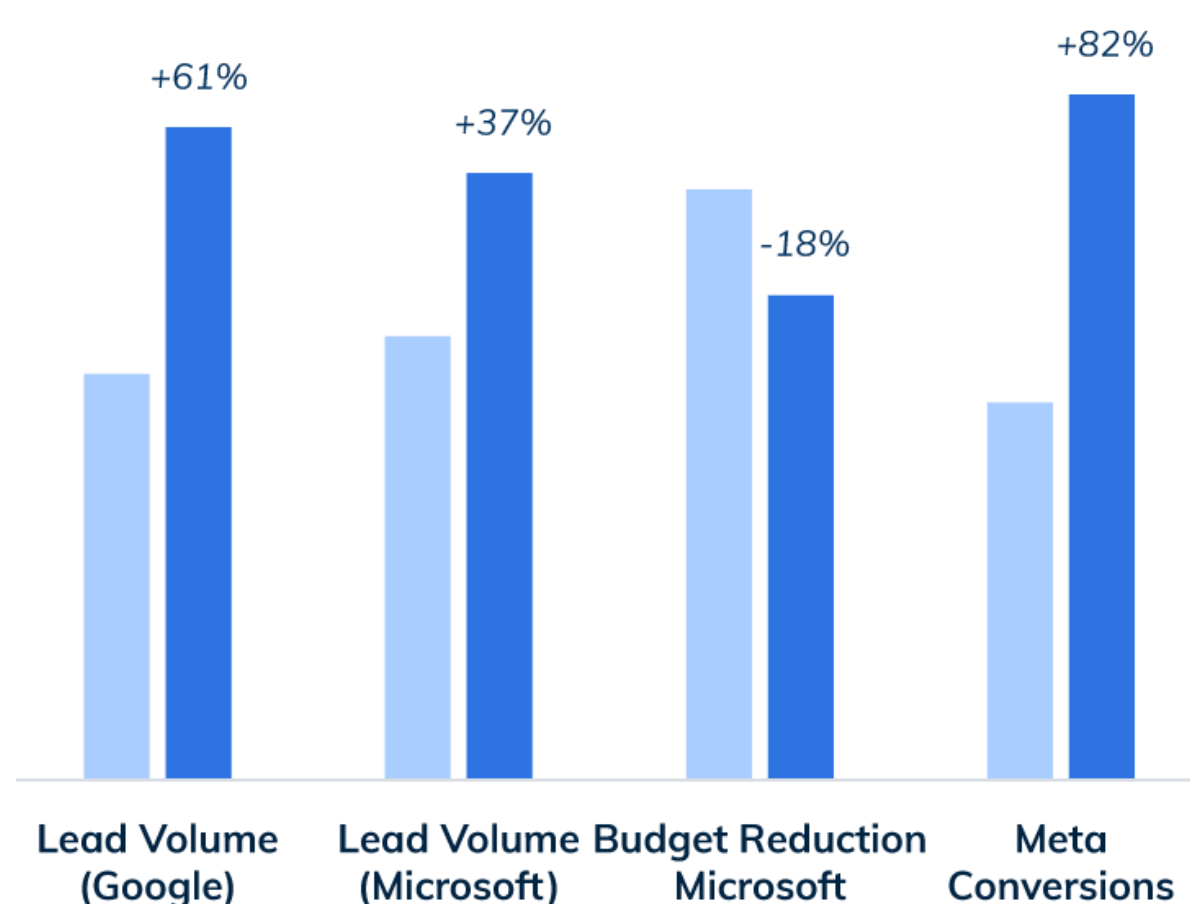
Ongoing Optimization

- Bid modifiers were introduced in high-performing states to enhance efficiency.
- Campaigns transitioned from portfolio-based bidding strategies to focused bidding once specific insurance targets were identified.
- Spending was ramped up on successful platforms to accelerate results.

RESULTS

Logical Position's efforts delivered transformative results:

- +61% growth in lead volume for September 2024-2023 (Google)
- +37% lead volume (Microsoft), with 18% budget reduction during same period.
- +82% Meta conversions year-over-year (September '24)
- 50% decrease in CPA (<\$30)



IMPACT

The influx of new orders has required an operational overhaul to meet demand. Inspired by the success, The Breastfeeding Shop plans further expansion in 2025.

Tips For Achieving Similar Results

- Build Awareness:** Use platforms like Meta to educate top-of-funnel audiences and ensure they understand your product's benefits.
- Segmentation is Key:** Identify and target high-performing segments based on location, demographics, and specific attributes like insurance types.
- Iterative Optimization:** Continuously test and refine strategies. For example, bid modifiers and campaign segmentation drove significant efficiency gains.
- Data-Driven Decisions:** Portfolio strategies provided valuable insights, which were used to transition to more focused campaigns that delivered faster conversions.

Logical Position and The Breastfeeding Shop are poised to continue their partnership, with plans to ramp up Meta spending and explore new segmentation opportunities in 2025.

This case study highlights the power of strategic, data-driven marketing in transforming awareness and driving sustainable growth.

[Learn More](#)