

and
COVID-19

Testing For All digital advertising

Achieving a 1700% Return on Ad Spend for a COVID testing not-for-profit



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contra



Against the norm. Experienced, pragmatic do-ers that will propel you forward using creativity and technical prowess.

Contra makes it happen.

and COVID-19

The client.

Testing For All is a not-for-profit with a mission to make COVID-19 testing accessible and affordable to anyone who needs it. The company provides below-market-price, high-quality COVID-19 tests, available for both individuals and businesses.

The challenge.

To launch Testing for All's below-market-price testing kits into the market with digital advertising. With kits priced at 50 percent of the current market value, the average Cost Per Conversion needed to be very low at around £3.50.

The solution.

Audience research and buyer personas. Optimise website for conversions. Keyword research. Set up digital search and display ads. Optimise to reduce Cost Per Click to fall within target Cost Per Conversion while maximising sales.

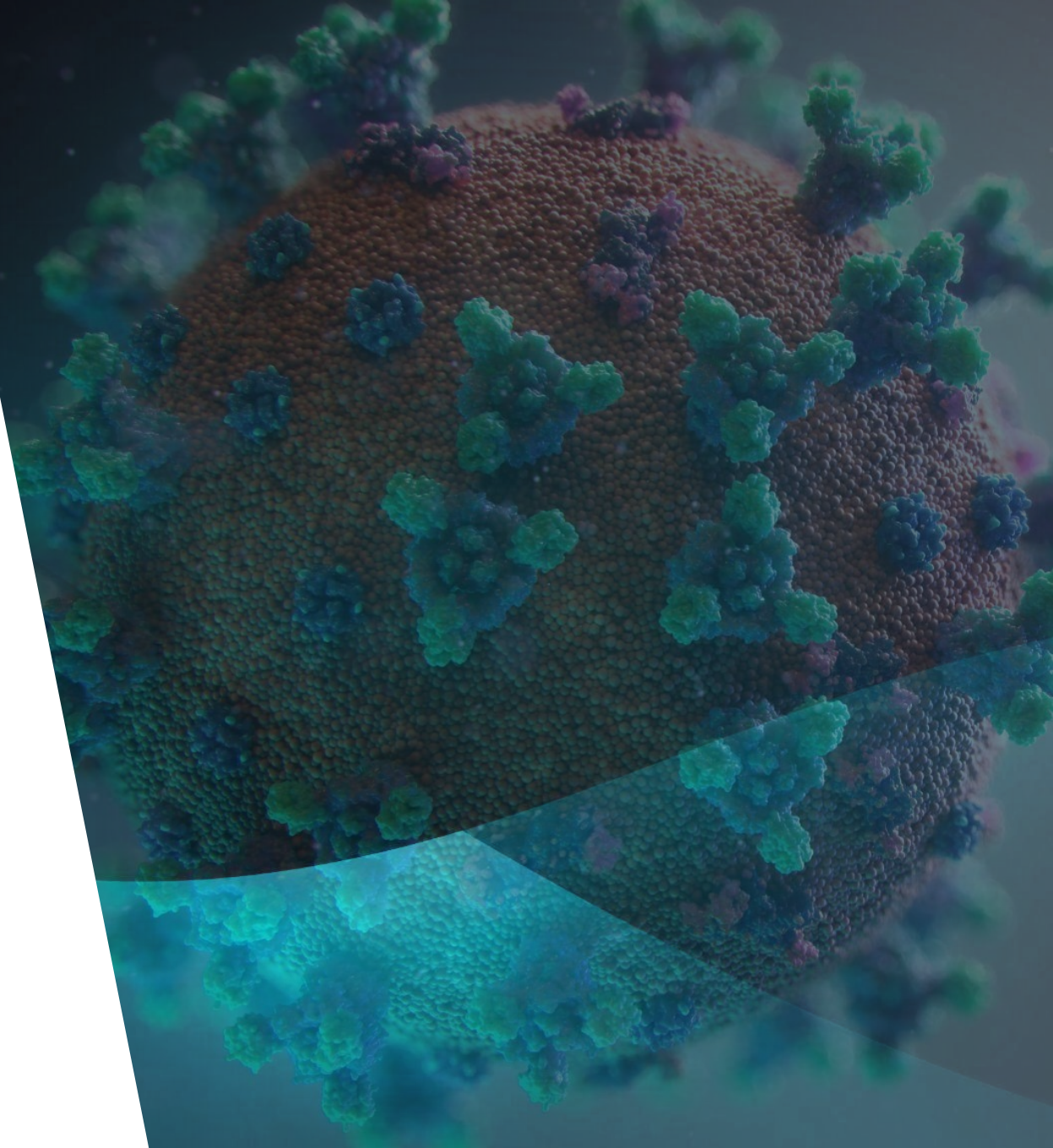
“

The Contra team was brilliant to work with. They listened intently and understood a complicated domain, ultimately coming up with a solution to get us into the market. I would wholeheartedly recommend working with Contra.



*James Monico, Co-Founder and Registered Manager,
Testing For All*

**In March 2020, the
COVID-19 pandemic
swept across the UK.
Dr Tedros at the World
Health Authority called to
make testing more
affordable.
Testing For All answered
that call.**





The challenge was on.

Formed by a group of individuals with strong technical and business skills, Testing for All set out to make COVID tests accessible for all. Retailing at approximately 50% below the current market price, they challenged Contra to launch the PCR tests to the market with a strong digital advertising campaign. With such a low retail price, Contra had to ensure a low average Cost per Conversion at just £3.50 to break even. The challenge was on.



Research and planning.

Buyer personas, website optimisation

Buyer personas.

We started by building up a series of buyer personas that, along with our research, informed our ad strategy. We concluded that businesses needed to ensure their employees felt safe to return to work while individuals needed affordable testing kits as fast as possible to put their minds at ease.

Enterprise Elon A senior stakeholder in a large corporate.

Background & demographics:

Age: 45
Gender: M
Location: London
Job title: HRD/HRFM/HRHS
Education: BA/MA
Background: Has kids and commutes into the city for work.



“We are confident in our processes, but not in the science.”

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Goals

1. Maximise employee sentiment about returning - make them feel safe
2. Make the work environment covid-secure
3. Get the internal comms right
4. Ensure legal compliance

Challenges

1. How can we help our employees feel safe?
2. How can we make sure our employees are safe?
3. How will we logistically achieve our goals?
4. Can we enforce testing?

What information does Elon need?

1. Technical - How does it work?
2. Legal - What are the GDPR implications of managing employee health data?
3. Legal - What are the risks/implications?
4. Logistical - How do I roll this out at scale?
5. Cultural - How do I communicate the plan to our workforce?

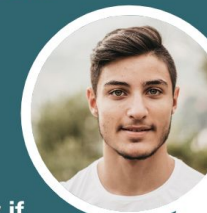
Common objections

1. Costs - can the government do this for free?
2. Credibility - can we trust a new business?
3. Scalability - can you handle the load?

Joe Public A working member of the public looking for advice.

Background & demographics:

Age: 25
Gender: M
Location: United Kingdom
Job title: Non-essential worker
Education: BA
Background: A single member of the general public.



“I just want to know if I have it or I've had it.”

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Goals

1. Get a test to put his mind at ease
2. Get it as quickly as possible
3. Keep the cost to a minimum

Challenges

1. Buying a test online
2. Navigating the unknown - what should I **actually** do?
3. Where do I go for information?

What information does Joe need?

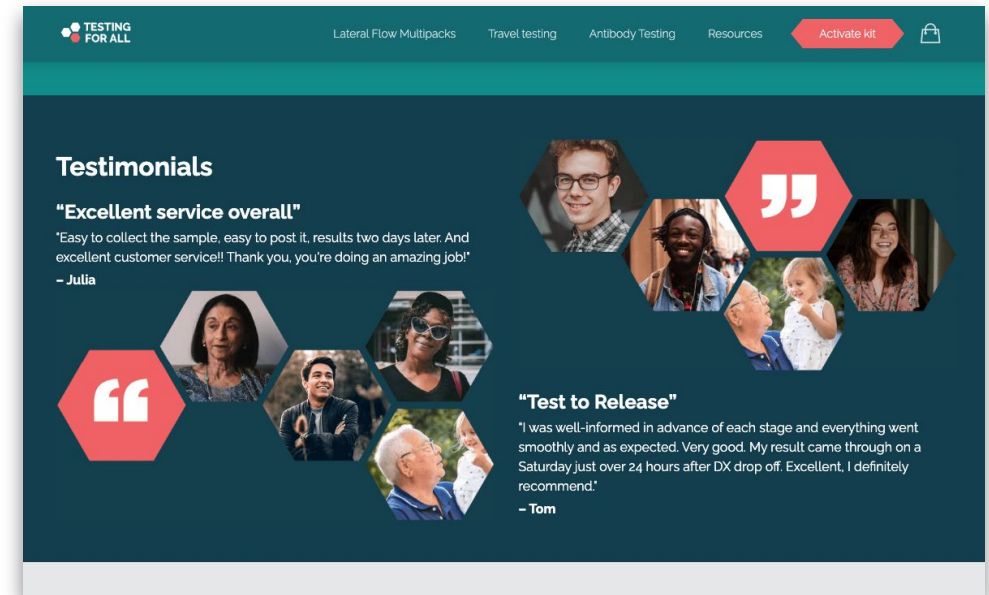
1. Can the government do it?
2. Do I actually need it?
3. How long will it take?
4. What's the process once I've completed the checkout?

Common objections

1. Cost - the Government will do it for free

Website optimisation.

The buyer personas then informed Testing For All's landing pages. We optimised the copy website structure to reflect the needs of both business and individual personas, speaking in their language and highlighting their feelings and goals.



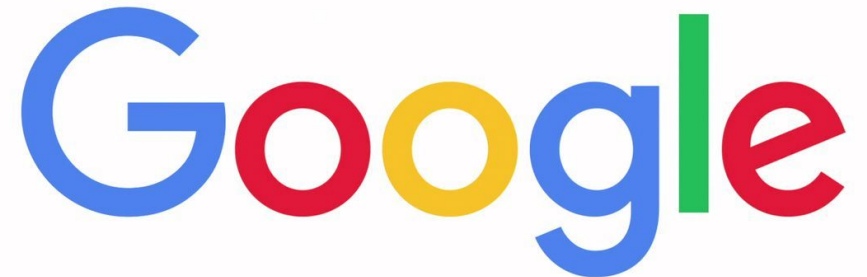


Strategy and implementation.

Liaising with Google, keyword research, targeting

Liaising with Google.

We ran into a challenge at the early stages of the campaign, with Google effectively blocking ads around COVID testing. Going above and beyond our original remit, we liaised with Google to enable us to run the ads while complying with their stringent regulations.



Keyword research.

We formulated a large list of potential keywords, setting up a range of ads targeting buyer persona focused search terms.

and CE-marked so you can be confident in the results.

Home COVID Antibody Test - £39 | 99.8% Accuracy. Results 48hrs. | Next Day Delivery. Order Now.

www.testingforall.org

We are a not-for-profit offering this highly accurate CE marked finger prick test at cost. Self-test using our CE Marked Roche Finger prick test with 99.8% accuracy. Order today.

£39 COVID-19 Antibody Test Kit | Self Test At Home - No Nurse. | 99.8% Accuracy and CE-marked

www.testingforall.org

We are a non profit that makes COVID-19 tests available at cost price to all. £39 per test. Our tests are 99.8% accurate and CE-marked so you can be confident in the results.

COVID-19 Home Antibody Test | Results in 48 Hrs just £39 | 99.8% Accurate. Test at Home.

www.testingforall.org

We are a not-for-profit offering our tests at costs. Results available online in 48 hours. Our tests are highly accurate, CE marked and just £39. Order today for next day delivery.

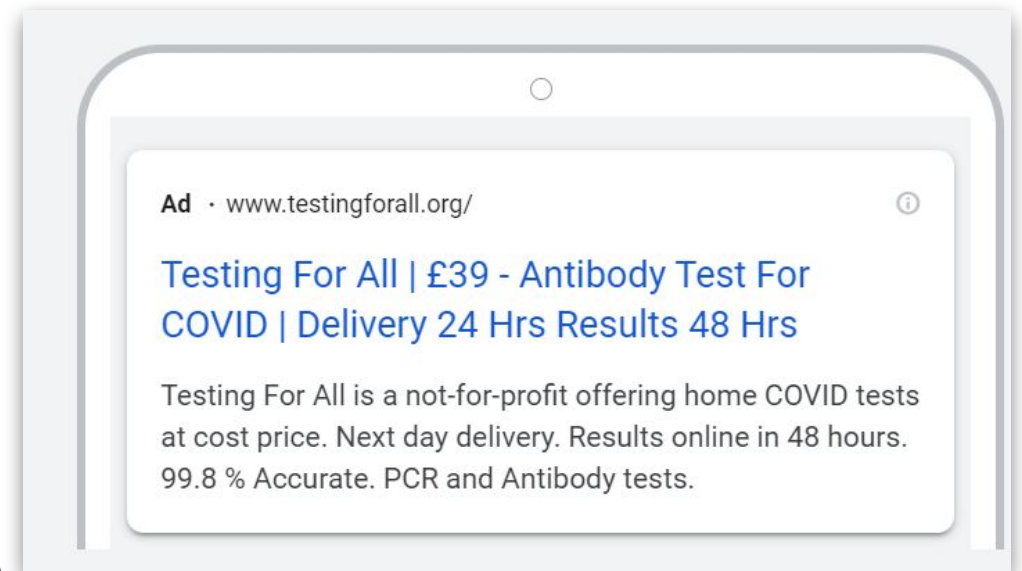
£39 - Roche Home Antibody Test | £39 - COVID-19 Antibody Test | £39 - Home Antibody Test +12 more

www.testingforall.org

We are a not-for-profit offering this highly accurate CE Marked finger prick test at cost. Next day delivery. Results...
[View assets details](#)

Targeting.

We targeted both businesses and individuals, giving us a large audience. With such sizeable audience attributes, this required us to run a range of campaigns to discover the highest converting ads and terms.





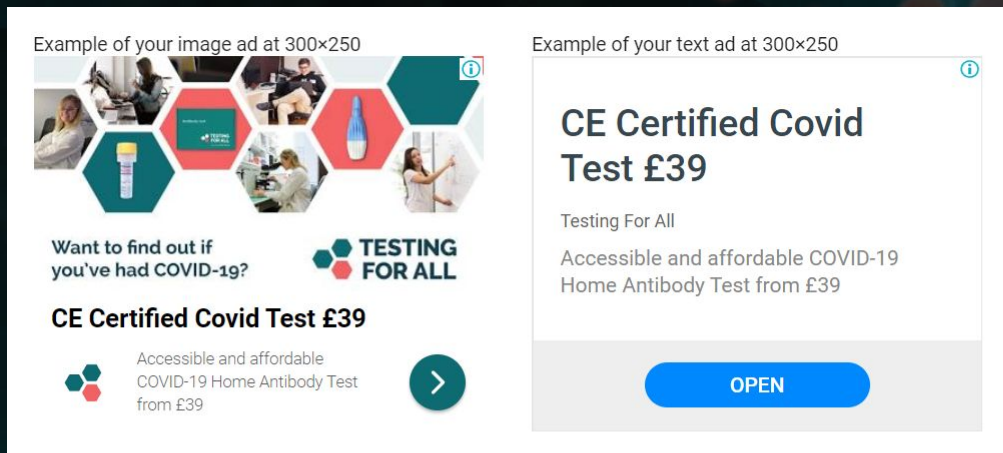
The Contra team was professional, helpful and proactive, liaising with Google to get us whitelisted so we could run ads in such a constrained environment.



*James, Monico, Co-Founder and Registered Manager,
Testing For All*

Creativity and innovation.

Display ads and video, campaign optimisation



Display ads and video.

We formulated a range of creatives for display ads and also utilised video. We ensured these were in line with Testing for All's current brand identity, incorporating the hexagon patterns and brand colours.



Q coronavirus| I
Q coronavirus - Google Search
🕒 coronavirus **news**
🕒 coronavirus **en mexico**
Q coronavirus **tips**
Q coronavirus **symptoms**
Q coronavirus **cure**
Q coronavirus **india**
Q coronavirus **vaccine**

Campaign optimisation.

We ran A/B tests on different approaches while constantly tweaking bids to keep the cost per conversion near the £3.50 target. We also heavily negative'd out words that produced a lot of clicks but low conversions, monitoring this on a weekly basis.

Results.

ROAS, client feedback, impact

Results.

We achieved some excellent results. Our main campaign achieved a 1700% ROAS (the average ROAS for Google Ads is 200%). We also achieved an average Cost Per Conversion of £2.99 and a conversion rate of 9.22%. This fell well within Testing For All's conversion cost target at around £3.50.

16,650

Lifetime conversions (kit sales)

1700%

Return on Ad Spend

£2.99

Cost Per Conversion:

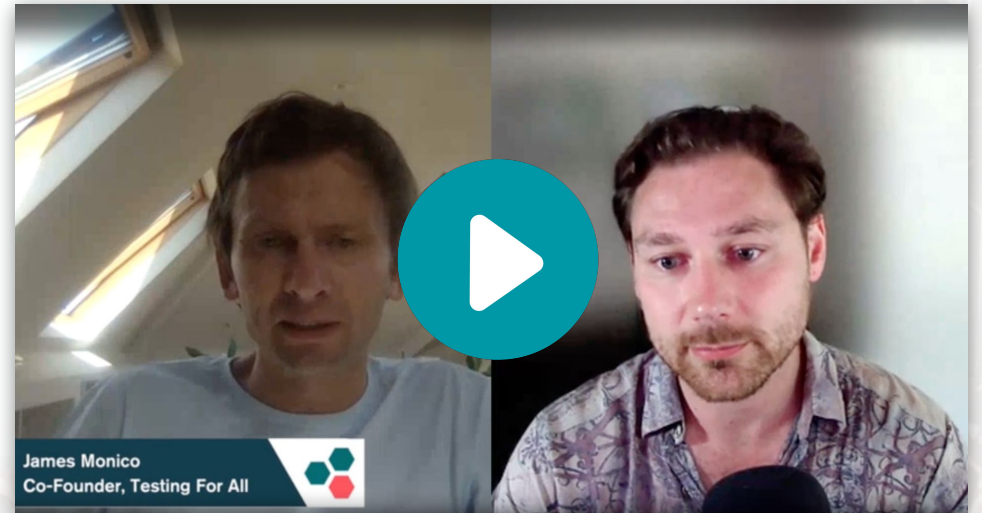
Impact.

We hit the brief and reduced the market price of COVID-19 testing, making tests more accessible and affordable for both businesses and the public. During the research, Testing for All also discovered that people on immunosuppressant medicine for treating cancer weren't responding well to the vaccines and required a more tailored vaccination programme. Testing For All became one of the first organisations to bring that to light, potentially saving lives across the globe.



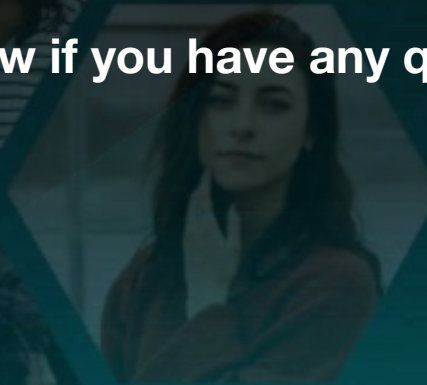
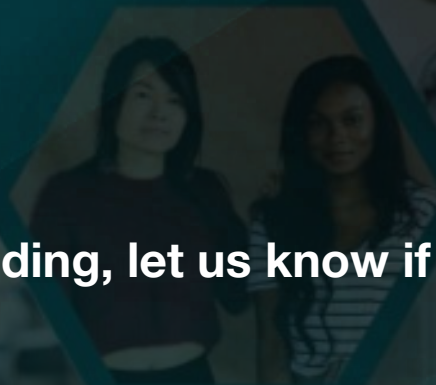
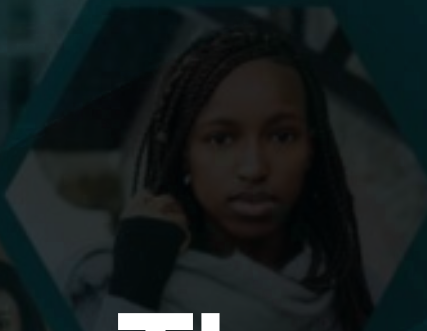
Internal feedback.

We interviewed the key stakeholder of the project to gain his insight into the Contra experience and the impact of the digital advertising campaign.



and
COVID-19

Tracker



Thanks...

for reading, let us know if you have any questions :)

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