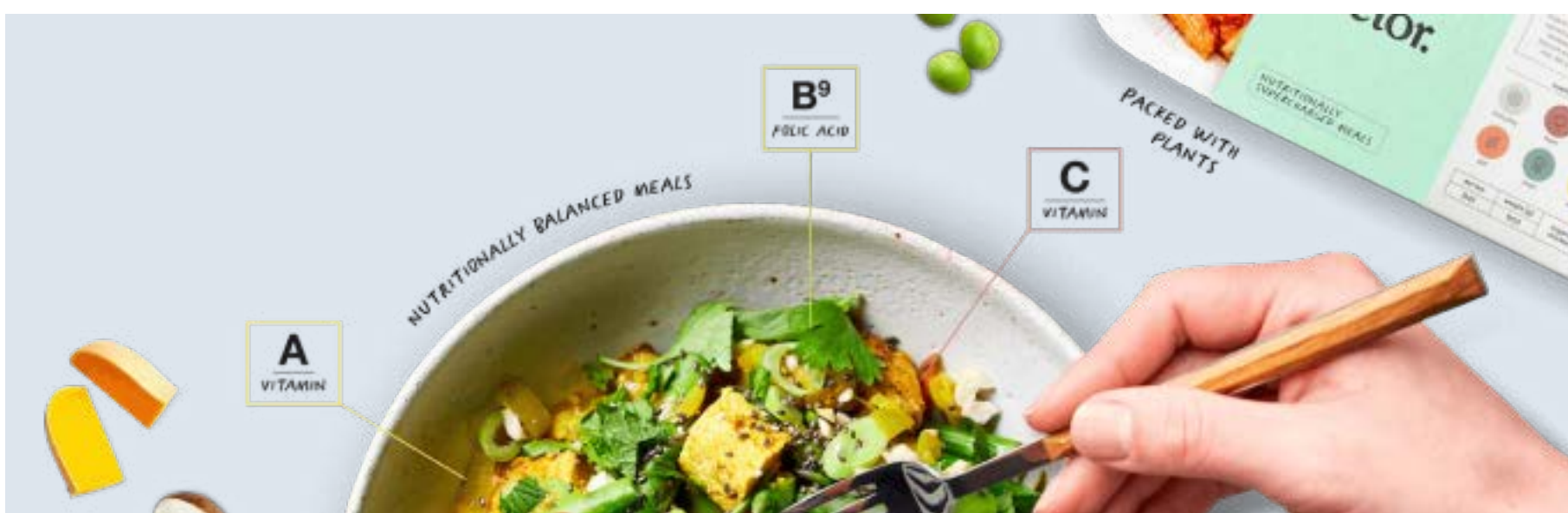


Surpassing **Field Doctor's** ambitious growth targets.

Field Doctor is a start-up that specialises in prepackaged meals for people with different dietary requirements such as IBS, Coeliac, Diabetes and other conditions. They cater to a portion of the market that is usually underserved by mainstream convenience food, with a scientific and nutrition-led approach.

Field Doctor was looking for a new agency that could take their paid media prowess to the next level. They had ambitious targets that were previously unobtainable. They valued our expertise in paid media and especially our ability to fluidly integrate performance creative workflows into everything we do.



What we did

- ◆ Considered expansion of Google activity
- ◆ Meta ads consolidation
- ◆ Migration to smart bidding model
- ◆ Bidding modelled to focus on new customers
- ◆ PPC channel expansion

The results

Year on year, we were able to **increase their volume of customers by 743%** whilst **reducing their Customer Acquisition Cost by 28%**.

This enabled Field Doctor to **secure additional funding** to launch additional ranges and scale their reach.

743%

INCREASE ↑
NEW CUSTOMERS

28%

DECREASE ↓
IN CUSTOMER
ACQUISITION
COST

WHAT THE CLIENT SAYS

First things first Bind know their stuff!

As a small agency they are also agile and nimble reacting quickly to both the market, the platform changes and our often changing requests! Plus they are a nice bunch of people and local to us too. They've helped scale our business fast in 6 months but still lots of growth to come.



Alex Brooks, Founder
Field Doctor