

Branding Pioneers

The agency healthcare actually trusts.

COMPANY PROFILE 2026

2,000 hospitals, clinics and doctors · 63 countries



What's in this profile.

The firm

03

Founders, record, team, credentials

Why us

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What healthcare needs that generalists miss

What we do

18

Eight practices and the specialties we serve

The AI layer

29

Seven products, one operating system

The work

39

Twenty-seven named cases and the sites we built

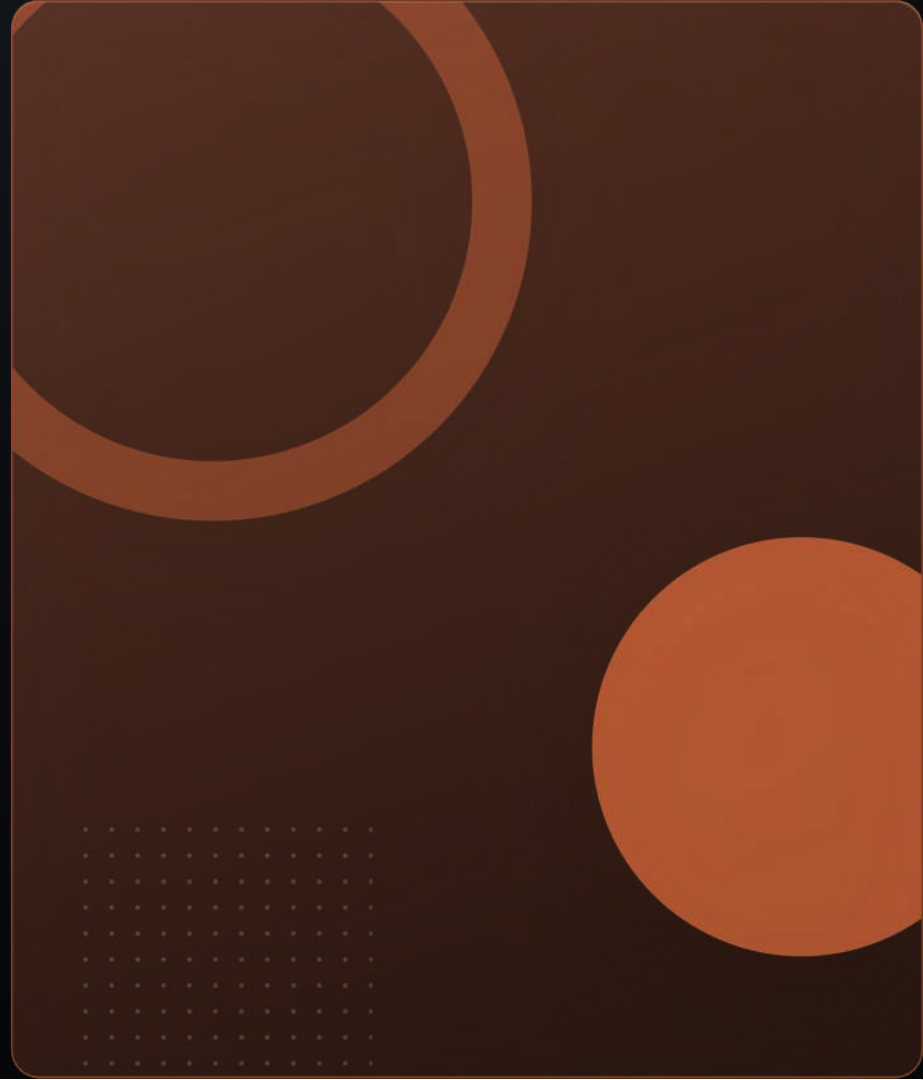
Working together

88

The first ninety days, tiers, and how to start

SECTION ONE

**The
firm.**



A note from the founders.

We started Branding Pioneers in 2016 with one decision that everything since has followed from: we would work in healthcare, and nowhere else.

That cost us business in the early years. It also meant that by the time a hospital in Lagos or a fertility clinic in Lucknow called, we already understood the problem, how patients search when they are frightened, how long they take to decide, and what a medical board needs to see before it signs off on anything.

If you are reading this, you are considering trusting us with your reputation and with the patients who depend on it. We don't take that lightly.



Nishu Sharma

Co-Founder & CEO

Arush Thapar

Co-Founder & CTO

We only work in healthcare, and we always have.



No second vertical

No retail, no fintech, no property. Every figure in this profile is healthcare work.



A team that speaks clinical

Strategists who know what a tumour board is, and writers who won't overclaim an outcome.



A playbook, not a guess

Forty specialties already mapped. Your launch is not our first one.

The record, as of this year.



2,000+

Healthcare clients since 2016



350+

Websites designed and built



3,500+

Campaigns shipped



40+

Clinical specialties served



63

Countries, across six continents



80+

Specialists, no junior handoffs

Where we work.

Sixty-three countries, and case studies filed in twenty-nine of them. The work travels because patient behaviour rhymes across markets, what changes is language, regulator and referral culture.

63

Countries served

6

Continents

India

Delhi NCR, Mumbai, Hyderabad, Bangalore,
Chennai, Kolkata, Pune, Lucknow, Jaipur,
Ranchi

United States

Tampa, Palm Springs, Atlanta, Chicago,
Houston, New York, Los Angeles

Africa

Kenya, Sierra Leone, Nigeria, Rwanda,
Tanzania, Uganda, Egypt, South Africa

Gulf

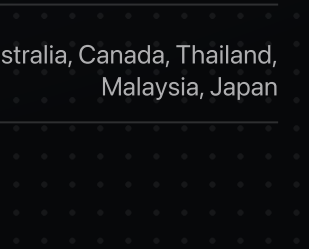
UAE, Saudi Arabia, Qatar, Kuwait, Bahrain,
Oman

UK & Europe

London, Manchester, Edinburgh, Berlin,
Amsterdam, Zurich

Asia-Pacific

Singapore, Australia, Canada, Thailand,
Malaysia, Japan



01 • THE FIRM

40 people who only think about patients.

Strategists, media buyers, writers, designers, engineers and analysts, in one office, on one category.



40+

specialists in the team



Rated by the platforms, not by us.

Public, verified scores pulled straight from the review platforms.

CLUTCH

4.9

127 reviews · Top 1% healthcare

DESIGNRUSH

4.9

48 reviews · Featured 2024–25

GOODFIRMS

4.9

62 reviews · Top healthcare

GOOGLE

4.9

247 reviews · Verified business

PRESS Featured in **Forbes India** (2024) and profiled by **YourStory** (2025).

Compliance is not an upcharge.

Every workflow, creative, media, AI, web, CRM · runs through a healthcare compliance review before launch, with your medical leadership in the loop.



ISO 27001

Information security ·
certified



HIPAA-aware

BAA-ready workflows



NABH-aligned

Quality Council of India



GDPR & DPDP

Patient data handling



MSME · Udyam

Govt. of India registered

PLATFORM PARTNERS

Google Premier

Meta Business

LinkedIn Marketing

Microsoft Select

HubSpot Solutions

GoHighLevel Premier

SECTION TWO

Why us.

Your last agency probably wasn't bad. They were generic. Here is the difference that costs you patients.



Healthcare marketing isn't broken. It's different.



01

Patients decide in weeks, not clicks

Generic funnels lose them early. We build for the long decision arc.



02

Trust beats traffic, always

Reviews and doctor-authored content, engineered before the media spend lands.



03

Compliance is the moat

Every campaign cleared with your medical leadership before it goes live.



04

Eight touchpoints, one journey

Most agencies build for one stage. Every stage needs its own engine.

Patients decide in weeks, not clicks.

Somebody researching a knee replacement or an IVF cycle takes days or weeks before they ever call. A last-click model declares that journey a failure on day one and switches the budget off.

We stay present through the whole arc, symptom content early, comparison content in the middle, reassurance and financing at the end.

DAY 0 Symptom search

DAY 2 Condition and procedure research

DAY 6 Comparing three or four providers

DAY 11 Reading reviews and doctor profiles

DAY 18 Second opinion

DAY 24 **Books the appointment**

Trust is built before the ad spend lands.

Paid media into a weak reputation is the most expensive mistake in healthcare marketing. We fix the order.

"The brand your competitors' families trust is built deliberately, not bought."

FIRST

Reputation

Review systems, Google Business Profile, doctor-authored content, KOL placements.

THEN

Visibility

Condition-led SEO, local listings, and social that a clinician would sign off on.

ONLY THEN

Paid media

Spend into a funnel that already converts, reconciled to booked appointments.

Eight touchpoints, one journey.

Each stage gets a dedicated engine.
Most agencies build for exactly one
of them.

01

Symptom search

Condition-led SEO

02

Procedure research

Doctor-authored content

03

Comparison

Local SEO and listings

04

Reviews

Reputation automation

05

Second opinion

Video and KOL proof

06

First contact

AI receptionist, 24/7

07

Consult

Booking and reminders

08

Follow-up

CRM and recall

Six reasons brands pick us over a generalist.



Healthcare only

The whole team thinks in patient journeys and clinical trust. Nothing else competes for attention.



AI-first systems

Receptionists, triage and attribution built in-house, patients answered in seconds.



Compliance built in

HIPAA, NABH, ASCI and GDPR sign-off inside the standard process.



Senior on every account

The senior who pitched you stays on the work. No handoff to juniors learning on your budget.



Measured to the appointment

Patient-level attribution across calls, forms and walk-ins. Reports show booked patients.



We name our clients

Real hospitals, real scope, quarterly reviews with the numbers attached.

What a generalist misses.

DIMENSION	GENERALIST AGENCY	BRANDING PIONEERS
Success metric	Clicks, impressions, CTR	Booked appointments, reconciled
Compliance	Client's problem, post-launch	Pre-launch review, every campaign
Content authority	Freelance copy, no review	Doctor-attributed, clinically reviewed
Enquiry response	Form to inbox, answered next day	AI receptionist, under three seconds
Team seniority	Pitched senior, delivered junior	Same senior through the engagement
Category experience	Your launch is their first	Forty specialties already mapped

SECTION THREE

What we do.

Eight practices. No fixed packages, we understand the business first, then build the mix that fits it.



Eight practices, one system.

Bought together or separately. Most engagements start with two and add from there.

01

Healthcare SEO

Condition-led search, local listings, medical content

02

Performance media

Google, social and Local Service Ads tied to revenue

03

Social & video

Strategy, daily posting, short film, KOL collaborations

04

Web & product

Fast, accessible, safe with patient data

05

AI & automation

Seven products · see section four

06

Branding

Launch kits, identity, service-line naming, rebrands

07

PR & influence

Tier-one placement, crisis communications

08

Direct & CRM

WhatsApp, email, recall and reactivation programmes

Healthcare SEO.

Patients type symptoms, not procedure names. We build the content and the local footprint that meets them at that moment, and we make sure a clinician has signed it off.

Condition-led content

Google Business Profile

Local listings

Technical SEO

Doctor profiles

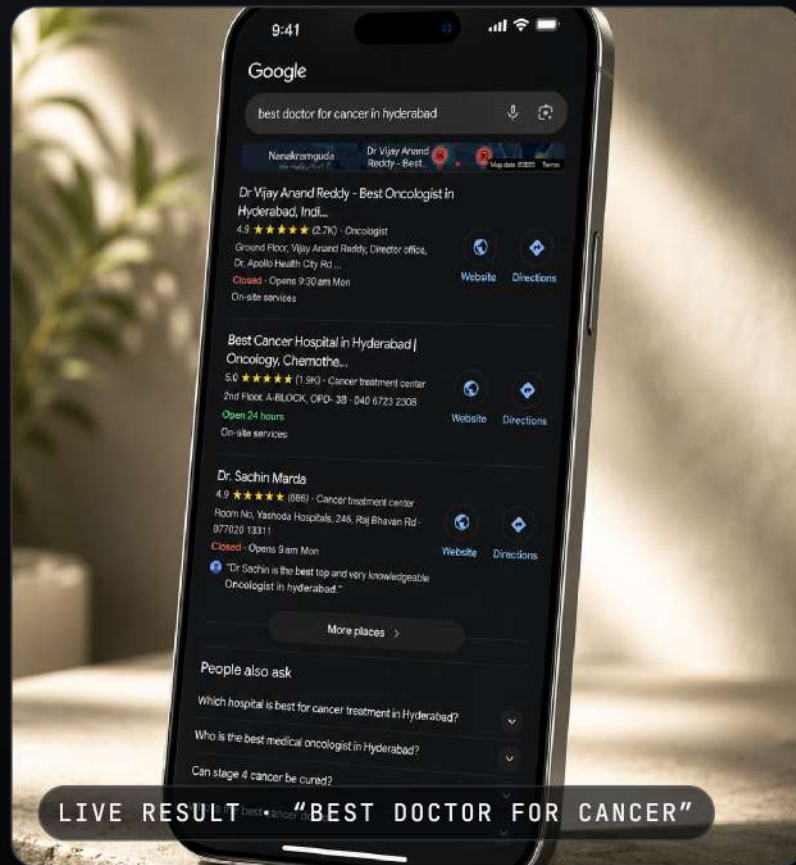
Schema & E-E-A-T

#1

for "best doctor for cancer" - Dr Vijay Anand Reddy

1,400%

organic growth for a Hyderabad cancer centre



Performance media.

Search, social and Local Service Ads run against booked appointments rather than clicks that look good and convert nothing. Every rupee and dollar reconciled back to source.

Google Ads

Meta & Instagram

Local Service Ads

Landing pages & CRO

Call tracking

Offline reconciliation

–62%

cost per lead, Houston dental practice

4×

monthly intake, NYC behavioural health

CAMPAIGNS • LAST 30 DAYS

RECONCILED

CAMPAIGN	SPEND	LEADS	COST / PATIENT
----------	-------	-------	----------------

Knee replacement · search

₹4.2L

318

₹1,320

IVF · consultation

₹3.1L

206

₹1,505

Cardiac screening

₹2.4L

141

₹1,702

Dental implants · local

₹1.6L

112

₹1,428

ILLUSTRATIVE • SAMPLE ACCOUNT

Social & video.

Patients choose a doctor, not a logo. We put your clinicians on camera in a way they are comfortable with, then run the calendar so it never goes quiet.

Doctor-led short video

Brand films

Patient stories

Daily calendar

KOL collaborations

Reputation automation

10x

social reach for Nova IVF's doctors

840K

video views, Lifecare Hospitals Africa



Web & product.

Three hundred and fifty sites built for healthcare. Fast on a mid-range phone, usable by an eighty-year-old, and safe with patient data by default.

Custom hospital sites

Doctor microsites

Online booking

Risk calculators

WCAG accessibility

HMS / EMR integration

1.6s

load time for MAX@Home

98

median Lighthouse score



CLIENT SITE



PATIENT APP

Branding & launch.

New hospital, new department, new clinic, or a name that no longer matches the medicine. We do the naming, identity and launch plan, then run the launch itself.

Naming

Identity systems

Service-line launches

Signage & collateral

Launch films

Rebrands

350+

healthcare brands built since 2016

9 mo

name to national coverage, Apollo
Athenaa



PR & influence.

Getting your clinicians into the press as the authority on their subject, and handling the message carefully when something goes wrong.

Tier-one placement

Broadcast & TV

Thought leadership

Medical KOLs

Awards submissions

Crisis communications

CNBC

142

podcast episodes with practising clinicians



Direct & CRM.

You already have thousands of patients who have not been back. Recall, reactivation and follow-up programmes are the least expensive growth available to any practice.

WhatsApp journeys

Email programmes

Recall & reactivation

Referral programmes

Pipeline hygiene

First-party data strategy

180%

lead-to-admission lift, Hyderabad
multi-speciality

160%

retention lift, Singapore clinic group



Forty specialties, and counting.

Eight signature practices sit on top of these. Your specialty is almost certainly on this page.

Multi-speciality hospitals

IVF & fertility

Oncology

Cardiology

Orthopaedics

Neurology & neurosurgery

Ophthalmology & LASIK

Dental & orthodontics

Dermatology

Aesthetics & MedSpa

Plastic surgery

Psychiatry & TMS

Addiction medicine

OB-GYN & women's health

Paediatrics

ENT

Urology

Gastroenterology

Nephrology & dialysis

Pulmonology

Bariatric surgery

Hair transplant

Physiotherapy & rehab

Diagnostics & imaging

Pathology labs

Home healthcare

Medical tourism

Ayurveda & wellness

Pharma & medical devices

HealthTech & telehealth

+ 10 more

Who we build for.

Hospital groups

Multi-line systems, NABH and JCI workflows, international patient programmes, service-line launches.

Board-ready monthly reporting

Single-specialty clinics

Local search, reviews, and a booking path that fills the chair without adding front-desk load.

Cost per booked patient

Individual doctors

A personal brand that survives a hospital change, your name, your patients, your asset.

Own your name in search

Medical tourism

Cross-border acquisition, multi-language WhatsApp intake, financing funnels, source-market search.

International lead volume

HealthTech & devices

Category creation, clinician-facing demand generation, and launch communications that clear review.

Qualified clinician pipeline

The AI layer.

Seven products that sit on top of the marketing. The campaigns get you found; this makes sure nothing that arrives is ever missed.



The marketing gets you found. AI makes sure nothing is missed.

Optional on any engagement.
Deployed in about two weeks.

01

Pioneers OS

The dashboard everything reports into

02

AI receptionist

WhatsApp and chat, eight languages

03

AI voice assistant

Answers the phone that nobody picks up

04

Automated booking

Slots, confirmations and reminders

05

AI lead scoring

Who to call first, and why

06

CRM automation

Follow-up that does not depend on memory

07

AI search visibility

Being cited by ChatGPT, Gemini and Claude

<3s

median first response, any hour, any language

Pioneers OS.

One screen that shows leads, source, cost and booked appointments, instead of five platform logins that disagree with each other. It is yours at handover.

- 01 Every lead attributed to a channel and a campaign
- 02 Calls, forms and walk-ins reconciled in one pipeline
- 03 Board-ready monthly export, no chart-building required

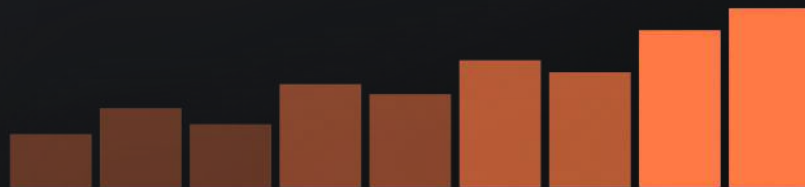
PIONEERS OS • PATIENT ACQUISITION

SAMPLE

PATIENT LEADS • 300

+2,847

ATTRIBUTED REVENUE

\$184K

ILLUSTRATIVE • SAMPLE ACCOUNT, NOT A CLIENT FIGURE

The AI receptionist.

An enquiry at 11pm is worth the same as one at 11am, if somebody answers it. This answers on WhatsApp and on your site in under three seconds, in the patient's language, and triages before it reaches your team.

WhatsApp Business API

Website chat

Eight languages

Specialty triage flows

Insurance pre-checks

Human handoff

<3s

first reply

24/7

intake cover

14 days

to deploy

Pioneers AI

ONLINE

Hello · I saw you enquired about knee replacement.
Would you like to book a consult?

Yes, I need to book.

I have Monday 10am or Wednesday 3pm with Dr.
Sharma. Which suits you?

Monday please

Confirmed for Monday 10:00. Calendar invite and
directions sent.

ILLUSTRATIVE CONVERSATION

The AI voice assistant.

Your front desk cannot answer three calls at once, and after 7pm it answers none. The voice assistant picks up every one, books what it can, and escalates what it should.

Overflow call handling

After-hours cover

Appointment booking by phone

Call transcripts

Emergency escalation rules

Multilingual

Every missed call in healthcare is a patient who calls the next hospital on the list.

BEFORE

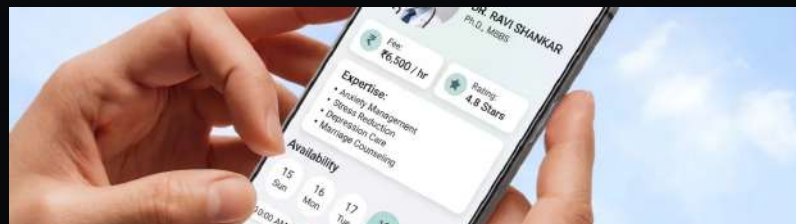
1 in 4

calls to a busy practice go unanswered at peak hours

AFTER

Every one

answered, logged and either booked or escalated



Automated appointment booking.

Real slots from your real calendar, offered at the moment the patient is ready, then confirmed, reminded and rescheduled without anyone at the desk touching it.

Live calendar sync

Doctor-level availability

Confirmations

Reminder sequences

Self-reschedule

HMS / EMR write-back

Zero

manual steps between enquiry and confirmed slot

3

reminders before every appointment

BOOKING FLOW

01 Enquiry arrives · any channel

02 Triageed to the right specialty

03 Live slots offered

04 Booked and written back to the HMS

05 **Reminded, then attended**

MEDIAN END-TO-END: UNDER TWO MINUTES

AI lead scoring.

Two hundred enquiries a day is not a good problem if your team works the list top to bottom. Every lead is scored on intent, specialty value and urgency, so the highest-value patient is called first.

192

leads scored in the last 24 hours

First

call goes to the highest-intent patient

LEAD INTELLIGENCE

SAMPLE

R. Mehra

Cardiology

92**P. Khanna**

IVF · cycle 2

86**A. Verma**

Aesthetics

71**S. Das**

Orthopaedics

48

ILLUSTRATIVE • NAMES ANONYMISED

CRM & follow-up automation.

Very few patients are lost at first contact. They are lost somewhere around day four, when nobody followed up. Sequences carry the enquiry until it books or genuinely goes cold.

Stage-based sequences

WhatsApp & SMS

Task routing to staff

Dormant-patient recall

Pipeline hygiene rules

Consent tracking

180%

lift in lead-to-admission conversion

42

patients booked in a sample week

PIPELINE • PATIENTS IN MOTION

ENQUIRY

24

Cardiac

IVF

Derm

QUALIFIED

12

Ortho

IVF

BOOKED

8

Cardio

ILLUSTRATIVE • SAMPLE WEEK

Visibility inside AI search.

More patients now ask an assistant instead of scrolling a results page. If ChatGPT, Gemini or Claude doesn't name you when someone asks for the best cardiac hospital in your city, you are invisible to that patient.

We restructure your content as entities and claims that these systems can quote, and then track whether they do.

Entity & schema work

Answer-shaped content

Citation monitoring

Author authority

PATIENT ASKS

"Which hospital in Delhi is best for a robotic knee replacement?"

ASSISTANT ANSWERS

A short list of three named hospitals, and either you are on it, or you are not.

One answer

replaces ten blue links. There is no page two to rank on.

What the AI layer changes.

WITHOUT IT

Enquiries wait until the desk opens

Leads worked in the order they arrived

Follow-up depends on who remembers

Missed calls never resurface

Attribution stops at the form submit

WITH IT

Answered in under three seconds, any hour

Highest-value patient called first

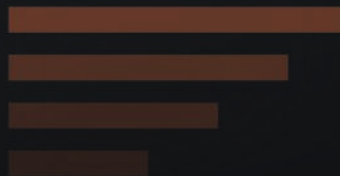
Sequences run until booked or cold

Every call logged, transcribed, routed

Traced through to the attended appointment

The work.

*Eight named engagements, and the outcomes
as the clients reconciled them. Per-client
detail is shared under NDA.*



We name our clients.

Real hospitals and clinics, with the engagement scope on the table. We don't publish invented quotes or star counts.

Apollo

Hospitals

Max

Healthcare

Fortis

Healthcare

Medanta

The Medicity

Aster DM

Healthcare

Cloudnine

Hospitals

CARE

Hospitals

World IVF

Centre · Delhi

Nova IVF

Fertility

Indira IVF

Group

Saudi German

Hospital

Lifecare

Hospitals · Africa

Khatib Eye

Clinic · Pune

Shivalik

Hospital · Noida

+ 1,985

more since 2016

Apollo Hospitals Delhi

Super-speciality

New Delhi

Organic + paid

THE BRIEF

India's most recognised hospital brand had a digital presence that did not match its clinical standing. It needed reach with local and international patients without diluting decades of prestige.

WHAT WE DID

Ran a dual-engine organic and paid strategy in parallel

Built specialty-led video for each major service line

Separated international patient journeys from domestic ones

Held brand guardrails on every asset before publish

**8.3M**

Total views

5.6M

Total reach

+598%

View growth year on year

Apollo Athenaa

9 months

THE BRIEF

Apollo was opening Asia's first dedicated women's cancer centre and needed the entire thing brought to market from scratch, including its name, inside a fixed clinical timeline.

WHAT WE DID

Named the centre and built its identity system

Produced a doctor-led awareness film and podcast series

Ran national PR into tier-one business media

Built condition-led search for every service in the centre



500K+

Campaign film views

CNBC-TV18

National broadcast coverage

Asia's 1st

Dedicated women's cancer centre

Raj Hospital

Multi-speciality

Ranchi

Full-funnel

THE BRIEF

The hospital had added capacity and new specialties, but volumes had not followed. Beds sat at 45% occupancy and digital contributed almost nothing to admissions.

WHAT WE DID

Rebuilt the site around departments, not the org chart

Ran local search and paid media per specialty

Installed the review engine and AI intake

Tied every enquiry to an admission in one dashboard

**4x**

Patient footfall

85%

Bed occupancy, up from 45%

All

Specialties covered by dedicated funnels

World IVF Centre

IVF & fertility

Lajpat Nagar, Delhi

SEO + paid

THE BRIEF

One of Delhi's most successful fertility clinics was losing the digital battle to heavily funded national IVF chains, and needed to reclaim leadership in its own city.

WHAT WE DID

Owned the high-intent city and cost queries

Published honest, sensitively written cycle content

Built long-cycle nurture for a months-long decision

Added financing paths into the enquiry journey

500+

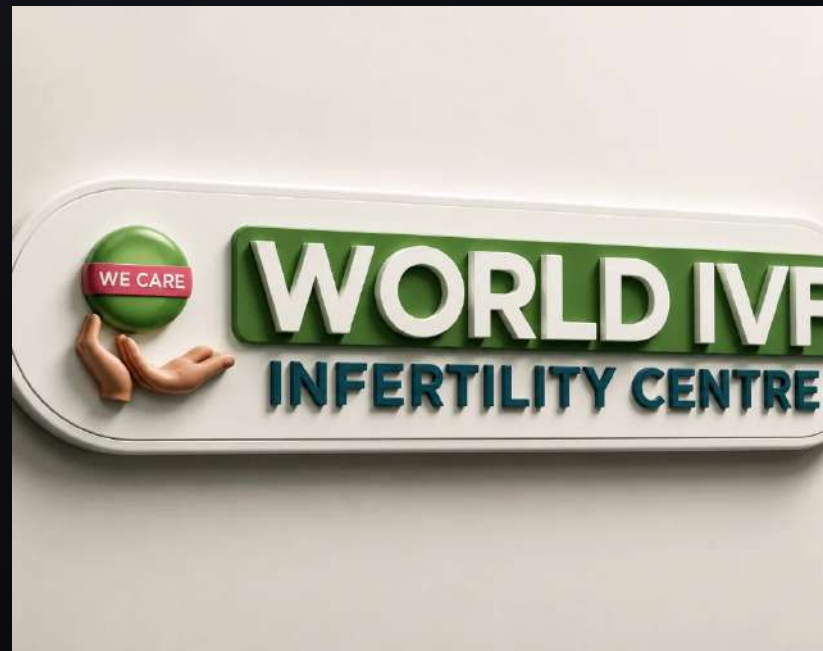
Monthly enquiries

#1

In Delhi for IVF centre searches

Beat

The national chains on their own terms



Smart Cliniqs

Bariatric centre

Delhi

Web + local SEO

THE BRIEF

30 years of reputation built entirely offline, and a website that was actively losing patients, seventy per cent of whom arrived on a phone to a broken layout and no way to book.

WHAT WE DID

Rebuilt the site mobile-first with online booking

Optimised the Google Business Profile and listings

Ran a review programme past 130 verified reviews

Moved routine enquiries off the phone line



2×

Appointment bookings

−40%

Phone load on the front desk

500+

Verified Google reviews

Lifecare Hospitals

Distributed group

Kenya / Sierra Leone

Zero paid media

THE BRIEF

Move away from ad-heavy marketing to a trust-driven, community-first model that would work across diverse local populations in underserved regions · Bungoma, Migori and Freetown.

WHAT WE DID

Made local clinicians the face of the content

Shot in local languages and local settings

Built organic reach with no advertising spend at all

One strategy, three cities, two countries



210%

Organic growth, no paid ads

839.6K

Total video views

130,812

Accounts reached

Nova IVF Fertility

IVF & fertility

Five cities

6 months

THE BRIEF

Nova had strong institutional recognition, but its individual fertility doctors had almost no digital presence. In a field where patients choose the clinician, that gap was sending enquiries to competitors.

WHAT WE DID

Built a personal channel for each fertility specialist

Produced short doctor-led video at volume

Kept clinical accuracy review on every asset

Ran the same system across five north-India cities



NOVA IVF FERTILITY Doctor-led social built for five north-India cities, run as one system.

MAX@Home

Home healthcare

Max Healthcare · New Delhi

Web & product

THE BRIEF

India's largest home healthcare brand needed a digital front door that conveyed the breadth of its services and earned enough trust for a family to invite medical professionals into their home.

WHAT WE DID

Restructured the service catalogue around patient need

Designed for carers and older patients, not marketers

Engineered the page load down to 1.6 seconds

Made enquiry the clearest action on every page



BRAND MARK

+185%

Online enquiries

1.6s

Page load time

India's

Largest home healthcare brand

MAX@Home

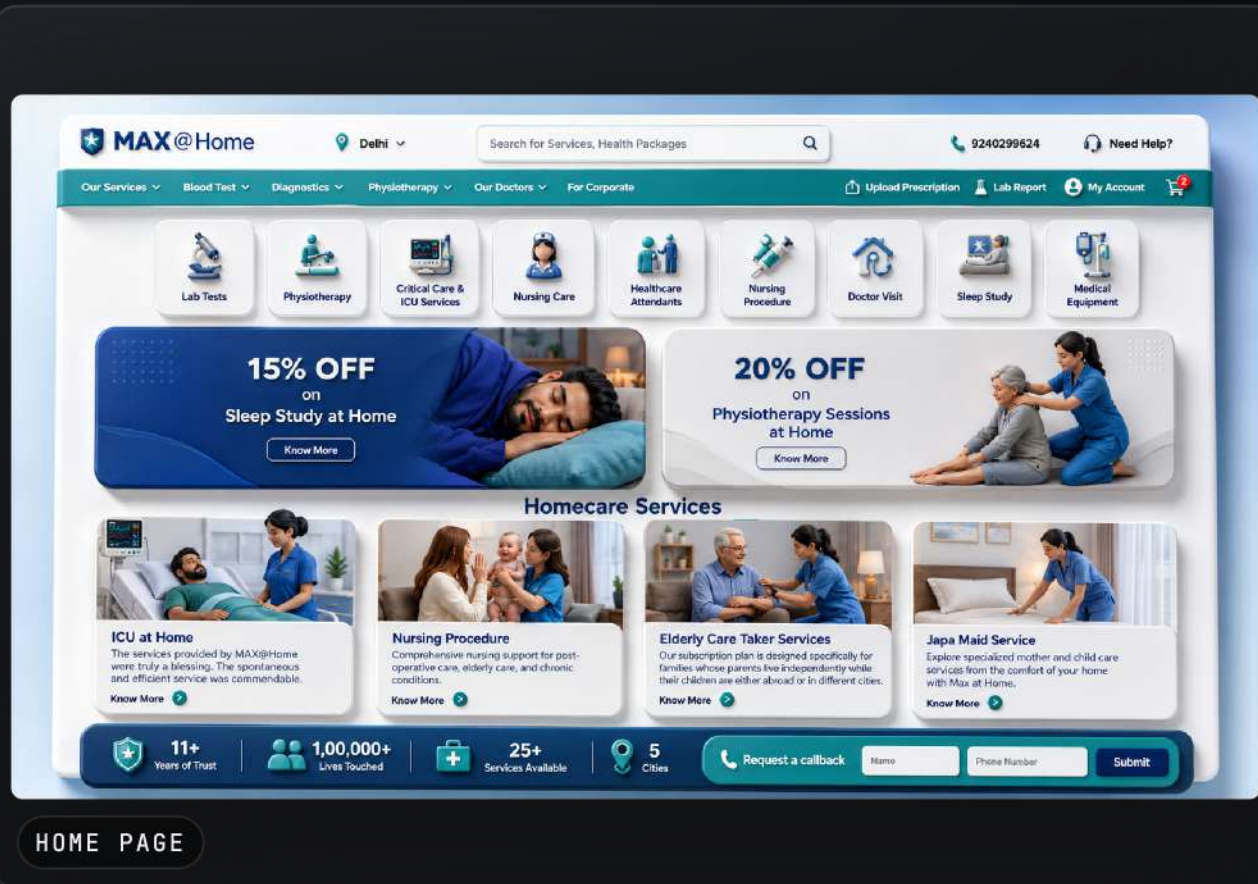
Every service reachable in one tap, two live offers above the fold, and a callback bar that captures the enquiry before the visitor leaves.

Years of trust **11+**

Lives touched **1,00,000+**

Services available **25+**

Cities **5**



AIIMS Geriatric (Delhi NCR)

Industry: Geriatric medicine · 20+ years in business

CLIENT PROFILE

Industry Geriatric medicine

Years in business 20+

Presence Delhi NCR

HEADLINE RESULT

+400%

Video engagement

1 Video engagement
+400%

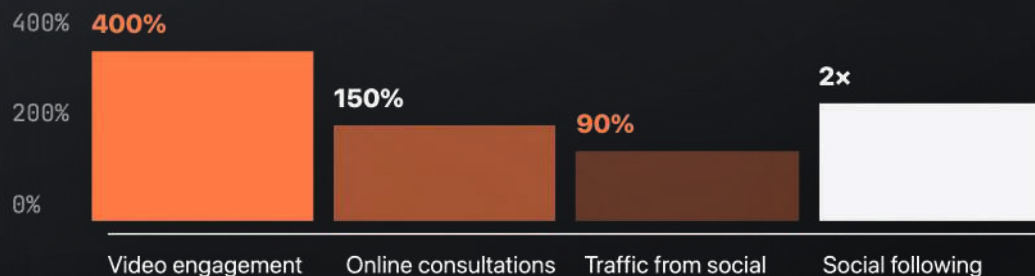
2 Online consultations
+150%

3 Traffic from social
+90%

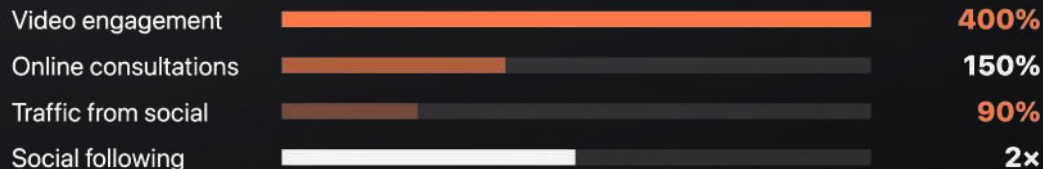
4 Social following
2x

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



Lift against baseline



Indraprastha Apollo (Delhi NCR)

Industry: Tertiary healthcare · 35+ years in business

CLIENT PROFILE

Industry Tertiary healthcare

Years in business 35+

Presence Delhi NCR

HEADLINE RESULT

+300%

International traffic

1 International traffic
+300%

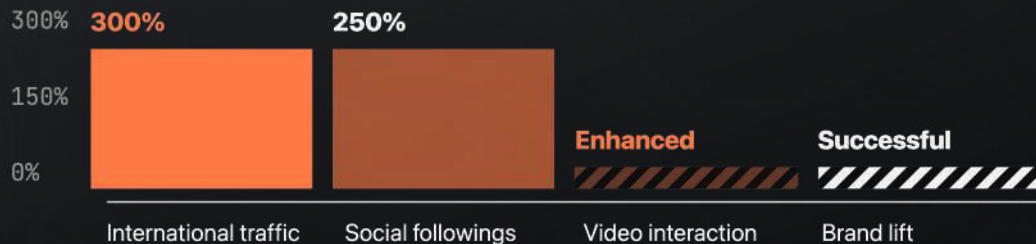
2 Social followings
+250%

3 Video interaction
Enhanced

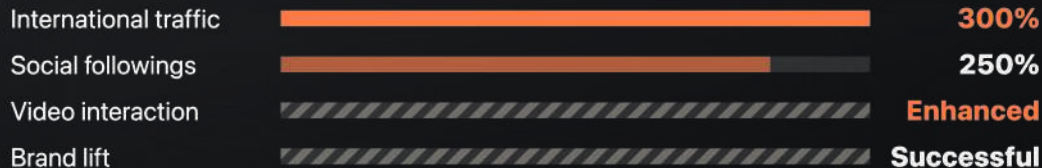
4 Brand lift
Successful

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



Lift against baseline



Doctor-led videos.

Condition-led titles in the language the patient searches in, a named consultant on every frame, and run-times from two minutes to a full podcast.

Episodes produced

142

Views on channel

3.8M

Subscribers

500k+

Run-time
range

2 min – 33 min



CLIENT VIDEO LIBRARY

Medanta

Industry: Healthcare · 15+ years in business

1 Video viewership
+400%

2 Digital engagement
2x

3 Procedure clarity
Enhanced

4 Patient testimonials
Improved

CLIENT PROFILE

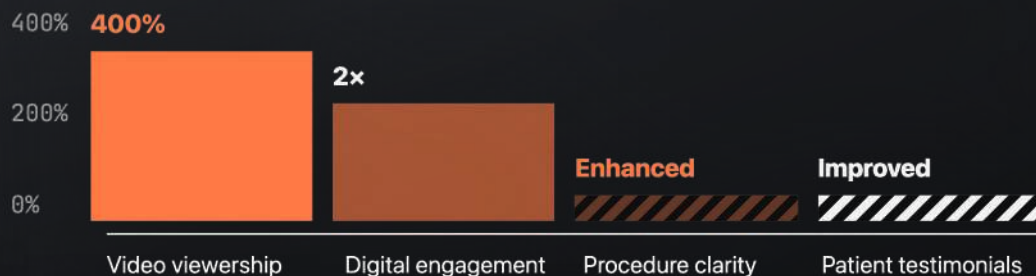
Industry **Healthcare**

Years in business **15+**

Presence **Pan India**

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE

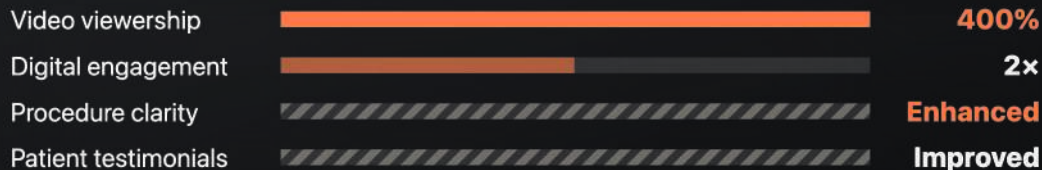


HEADLINE RESULT

+400%

Video viewership

Lift against baseline



At group scale.

Consultant, department and hospital named on every frame, held to one brand system across Gurugram, Noida and Lucknow.

Increase in video viewership **400%**

Engagement on digital **2x**

One brand system **3 cities**

Run-time range **1 min – 16 min**



MEDANTA • VIDEO LIBRARY

Cloudnine (Tier-1 cities)

Industry: Mother & child, infertility · 15+ years in business

1 Targeted leads
+320%

2 Campaign engagement
+200%

3 Social interaction
+150%

4 Brand loyalty
Enhanced

CLIENT PROFILE

Industry **Mother & child · infertility**

Years in business **15+**

Presence **Tier-1 cities**

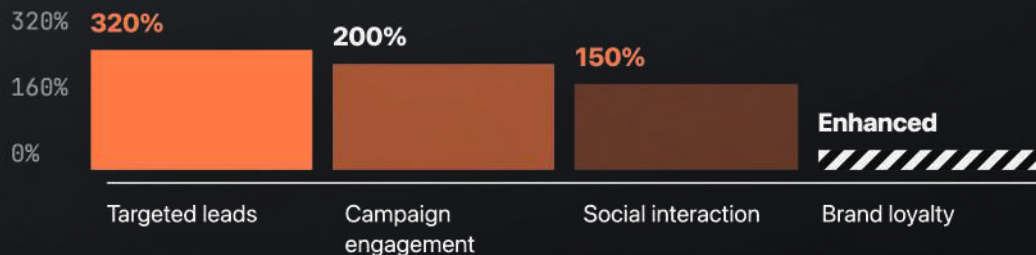
HEADLINE RESULT

+320%

Targeted leads

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



Lift against baseline



Inside the ad account.

Twelve creatives against one objective, cost per lead reported ad by ad, and the leads goal beaten by a fifth.

Leads in one month	1,200
Cost per lead	₹8.21
Return on ad spend	12.18x
Of the leads goal	120%

Meta

Cloudnine Hospitals – Awareness & Lead Generation Campaign

May 1 – May 31, 2024

Create Ad

Campaign ID: 23894723894

Objective: Lead Generation

Columns: Performance

Breakdowns

Filters

Results

1,200 Leads

Reach

523,676

Impressions

1,842,317

CTR (All)

2.34%

CPC (All)

₹8.21

Amount Spent

₹9,850.36

Cost per Lead

₹8.21

Frequency

3.52

Ads

Because every mom deserves the best care. Expert care. Personalized for you.

Read More

Leads: 132

Cost per Lead: ₹7.55

From first kicks to first hugs, we're with you. Personalized care to support every stage of motherhood.

Read More

Leads: 118

Cost per Lead: ₹6.02

A safer tomorrow begins today. Advanced fertility care, expert advice, better outcomes.

Read More

Leads: 107

Cost per Lead: ₹8.91

Delivering happiness, safely, every single day. Baby's next wonder, naturally cared.

Read More

Leads: 124

Cost per Lead: ₹7.36

Your journey to parenthood matters to us. Fertility solutions with compassion and care.

Read More

Leads: 98

Cost per Lead: ₹9.48

Expert care for mom. Best start for baby. Healthy packages crafted for you.

Read More

Leads: 113

Cost per Lead: ₹8.54

Tiny toes, big love. Newborn care as gentle as your touch.

Read More

Leads: 104

Cost per Lead: ₹7.89

Advanced technology. Compassionate care. For every stage of womanhood.

Read More

Leads: 95

Cost per Lead: ₹6.73

PCOS care that empowers your tomorrow. Personalized treatment. Better results.

Read More

Leads: 89

Cost per Lead: ₹9.27

World-class NICU care for your little miracle. Because every breath matters.

Read More

Leads: 101

Cost per Lead: ₹7.67

IVF care with higher success rates. Your dream. Our expertise.

Read More

Leads: 92

Cost per Lead: ₹6.98

Stronger women. Healthier families. Better tomorrow. Complete care for every woman.

Read More

Leads: 127

Cost per Lead: ₹7.20

Performance Overview

Total Leads

1,200

Total Spent

₹9,850.36

Avg. Cost per Lead

₹8.21

ROAS (Leads)

12.18x

Leads Goal

120%

1,200 / 1,000 Leads

Leads by Device

Mobile

1,008 (84%)

Desktop

156 (13%)

Tablet

36 (3%)

Placement

Facebook Feed

56%

Instagram Feed

25%

Instagram Stories

10%

Facebook Stories

5%

Audience Network

2%

Campaigns

Campaign

Delivery

Results

1,200 Leads

Reach

523,676

Impressions

1,842,317

Cost per Lead

₹8.21 Per Lead

Amount Spent

₹9,850.36 Total Spent

CTR (All)

2.34%

CLOUDNINE • MAY 2024

Ivy Hospital (Punjab)

Industry: Healthcare · 16+ years in business

1 New patient enquiries
+300%

2 Social followers
+250%

3 Video engagement
+200%

4 Patient retention
Improved

CLIENT PROFILE

Industry Healthcare

Years in business 16+

Presence Punjab

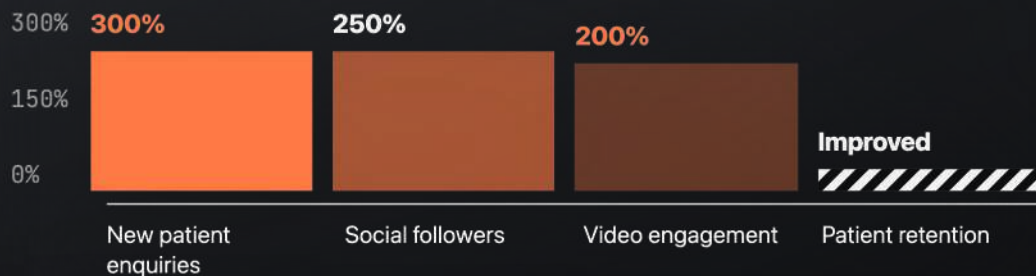
HEADLINE RESULT

+300%

New patient enquiries

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



Lift against baseline



NeelKanth Hospitals (Tier-1 cities)

Industry: Healthcare · 41+ years in business

1 Website traffic
+220%

2 Social followers
+180%

3 YouTube views
3x

4 Bookings online
1.5x

CLIENT PROFILE

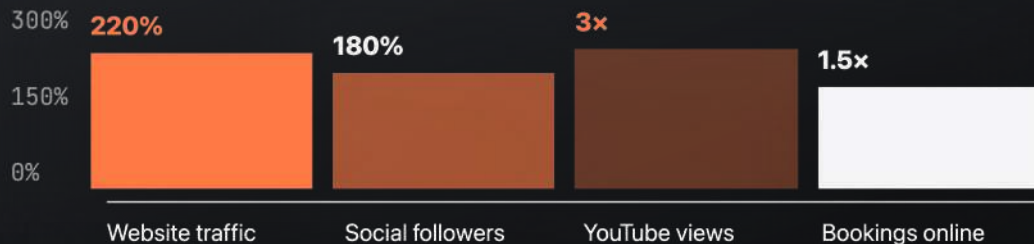
Industry **Healthcare**

Years in business **41+**

Presence **Tier-1 cities**

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE

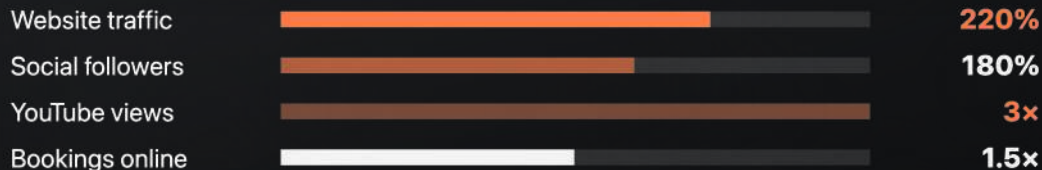


HEADLINE RESULT

+220%

Website traffic

Lift against baseline



NeelKanth Hospitals

The offline half of an IVF programme. A package brochure, condition-education standees, a consulting-room desk calendar and co-branded tent cards, all on the identity the campaigns run on, so the folder in the waiting room matches the ad that brought the patient in.

Collateral formats

5

Speciality

IVF & fertility

Co-branded partner

Asian Fidelis

Market

Gurugram



BROCHURE, STANDEES, CALENDAR & TENT CARDS

Rainbow & Rosewalk (Tier-1 cities)

Industry: Healthcare · 24+ years in business

1 Social followers
+250%

2 Content engagement
+200%

3 Website traffic
+80%

4 Patient enquiries
3x

CLIENT PROFILE

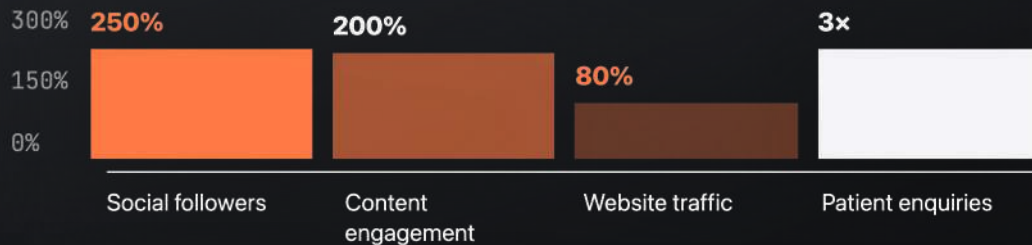
Industry **Healthcare**

Years in business **24+**

Presence **Tier-1 cities**

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE

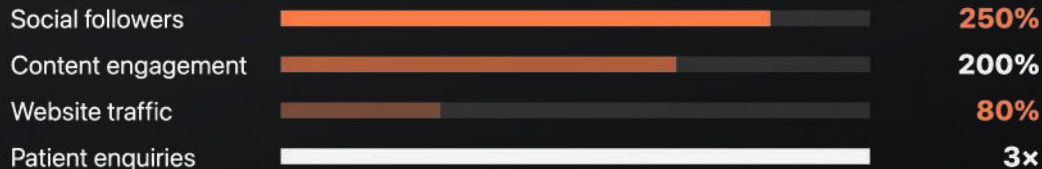


HEADLINE RESULT

+250%

Social followers

Lift against baseline



Little Stars & She (Hyderabad)

Industry: Healthcare · 26+ years in business

1 Organic search traffic
+200%

2 Video views
+120%

3 User engagement
Improved

4 SEO, key services
Enhanced

CLIENT PROFILE

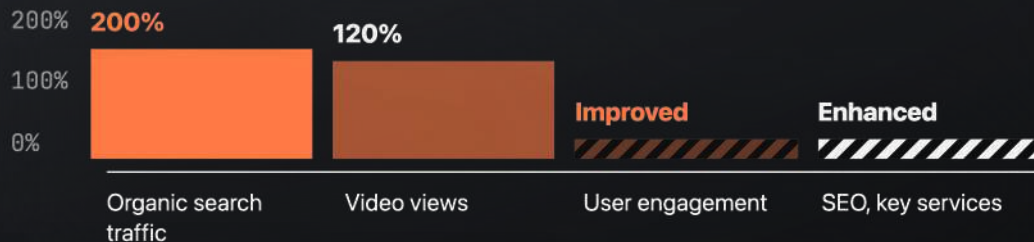
Industry **Healthcare**

Years in business **26+**

Presence **Hyderabad**

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE

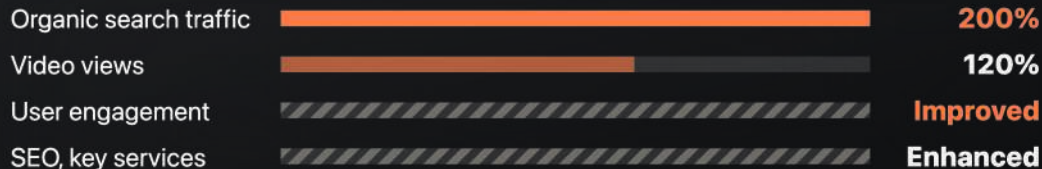


HEADLINE RESULT

+200%

Organic search traffic

Lift against baseline



Little Stars & She

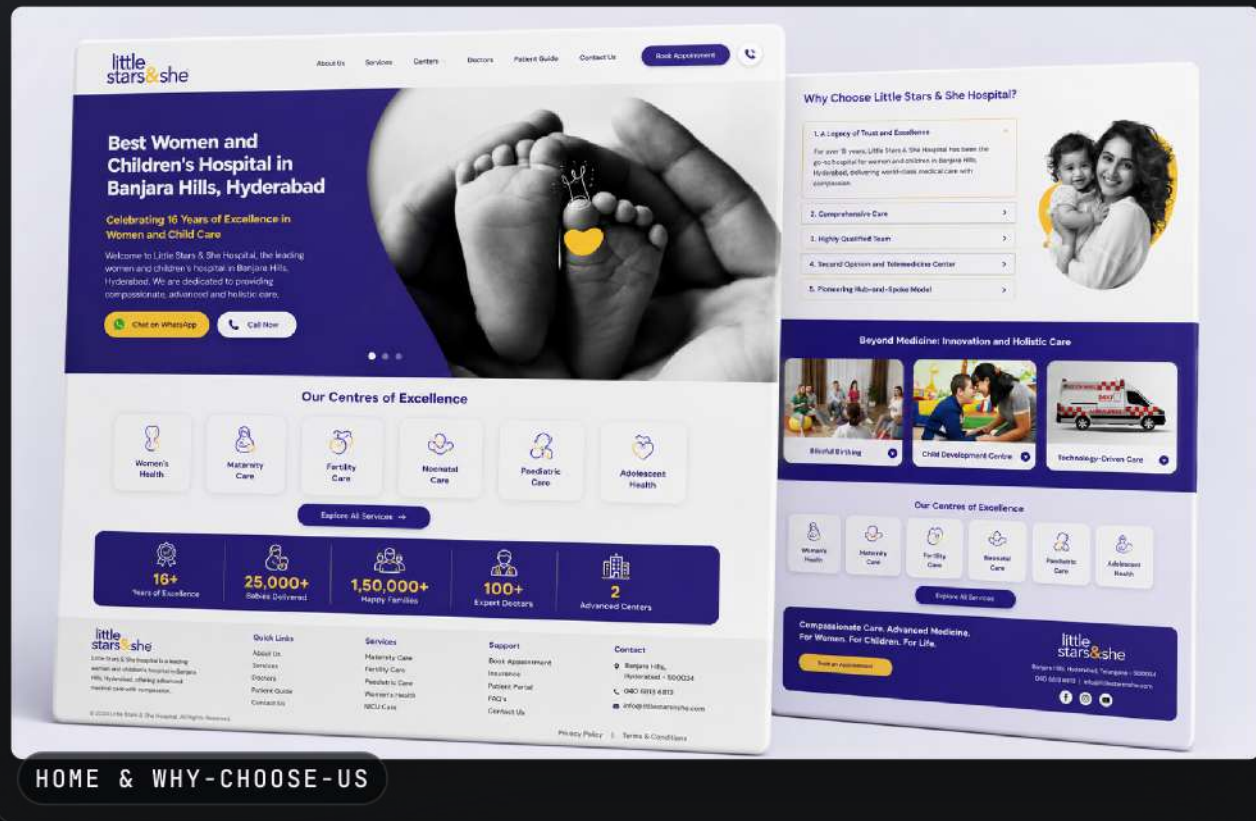
Centres of excellence laid out as a chooser, WhatsApp and call sitting in the hero, and the trust strip carrying the numbers a parent looks for.

Years of excellence **16+**

Babies delivered **25,000+**

Happy families **1,50,000+**

Expert doctors **100+**



Indira Gandhi Eye (Gurugram)

Industry: Healthcare · 20+ years in business

1 Organic search
traffic
+250%

2 Social
engagement
+180%

3 Local
enquiries
Growth

4 Eye-care
terms
Top 5

CLIENT PROFILE

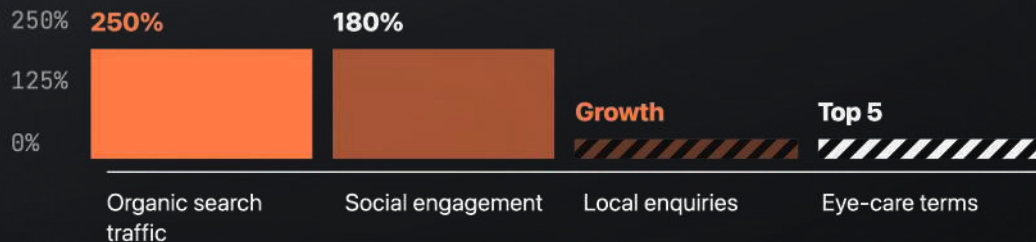
Industry **Healthcare**

Years in business **20+**

Presence **Gurugram**

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



HEADLINE RESULT

+250%

Organic search traffic

Lift against baseline



Indira Gandhi Eye Hospital

Symptom education, glaucoma risk factors, screen-time habits and a why-choose-us card, in Hindi and English on one identity. Every creative carries the same helpline, so the whole set feeds a single number.

Leads in the month **1,200**

Cost per lead **₹312.60**

Conversion rate **7.36%**

Reach **285,450**



LifeCare Hospitals (Kenya)

Industry: Healthcare · 8+ years in business

1

Website traffic
+200%

2

Social engagement
2x

3

Key services
First page

4

Online enquiries
Improved

CLIENT PROFILE

Industry	Healthcare
Years in business	8+
Presence	Kenya

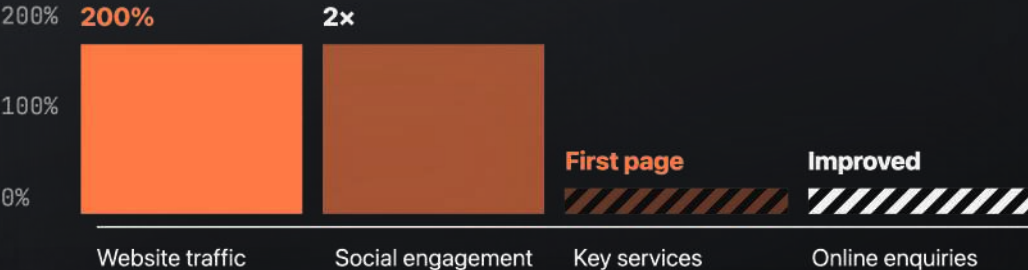
HEADLINE RESULT

+200%

Website traffic

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



Lift against baseline



LifeCare Hospitals

One masthead, one contact footer, six towns. Awareness days, condition education, accreditation news and patient voices all set to the same grid, so a month of posting reads as a single hospital brand.

Creative formats

4

Towns on one system

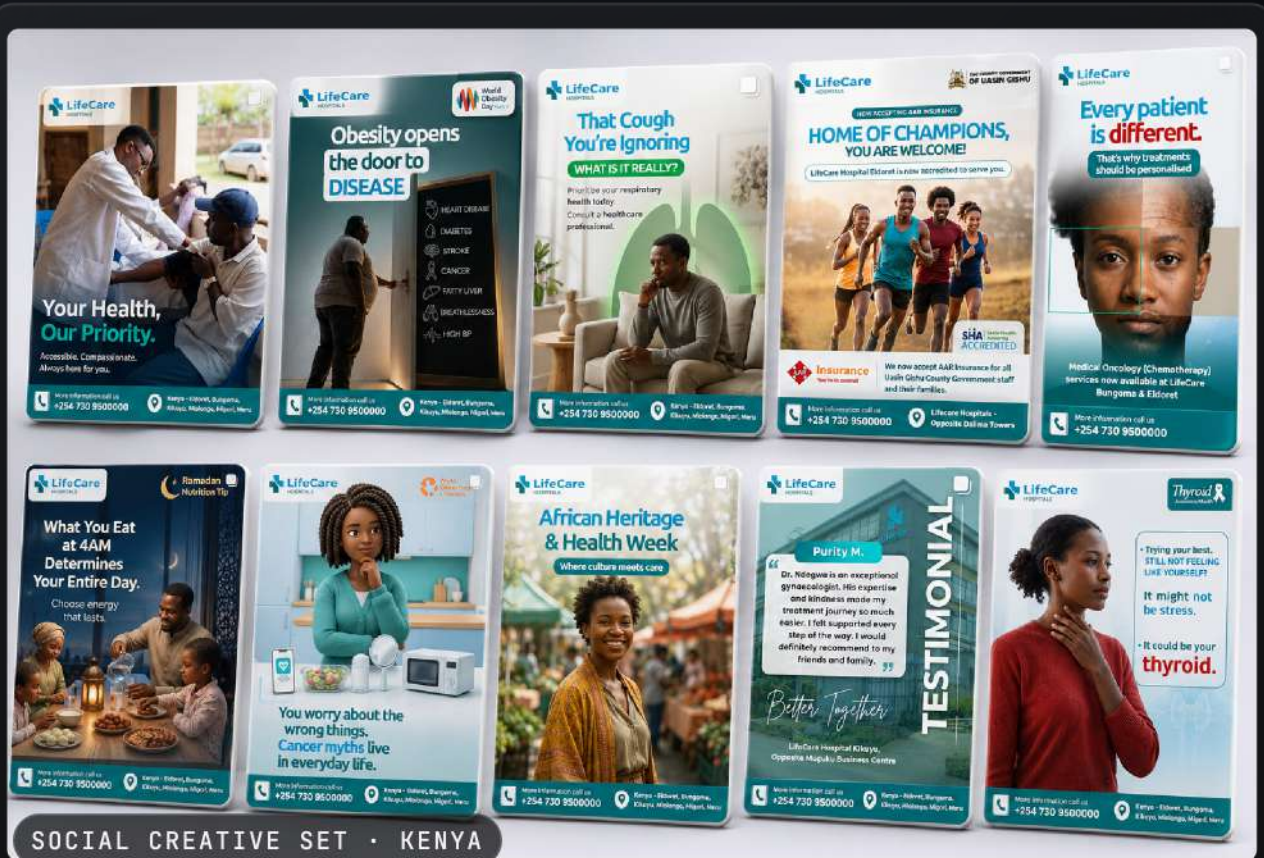
6

Paid spend

Zero

Organic growth

210%



Refine Clinic (Uganda)

Industry: Beauty & Personal Care

W

Website traffic
+200%

S

Social
engagement
+150%

Y

YouTube subs
4x growth

R

SEO rankings
1st page



About the client

Refine Clinic (Uganda) helps clients shine with advanced skin and beauty solutions that deliver real results.



Challenge

High-cost problems with cystic acne, uneven skin tone and low confidence.



Solution

Personalised treatments, expert care and a results-driven digital strategy.

**Transforming skin.
Transforming lives.**

Website traffic **+200%**

2500K

1000K

0

+200% vs previous 365 days



Social media **+150%**

Reach 159.3K

+15.9%

Followers 28.7K

+8.7%



Views

11.9K

+99%

Watch hours

137.9

+99%

Subscribers

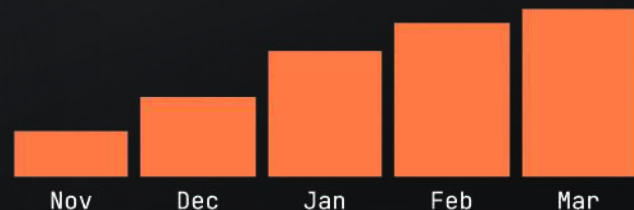
+960

+77%



Google Business **+124%**

374 profile interactions



Refine Clinic

A trust bar sitting directly under the hero, treatments laid out as a chooser, and WhatsApp beside every booking action for Kampala and Juba.

Patients treated **10,000+**

Google rating **4.9 / 5**

Countries served **Uganda & S. Sudan**

Years in practice **15+**



Narang Biotec (Delhi NCR)

Industry: Healthcare pharmacy · 43+ years in business

1 Pharmacy traffic
+350%

2 Returning customers
+300%

3 User engagement
+250%

4 Conversion rate
4x

CLIENT PROFILE

Industry Healthcare pharmacy

Years in business 43+

Presence Delhi NCR

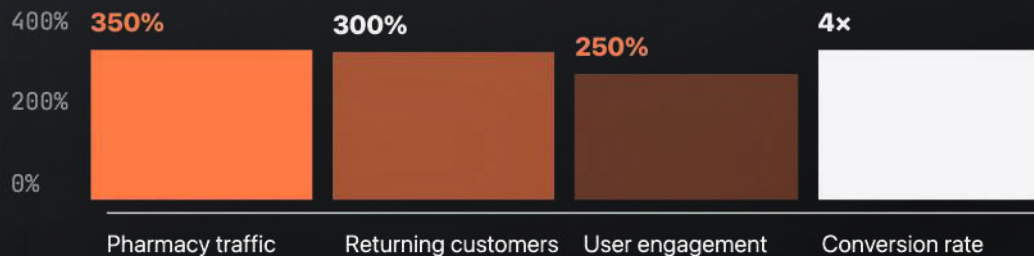
HEADLINE RESULT

+350%

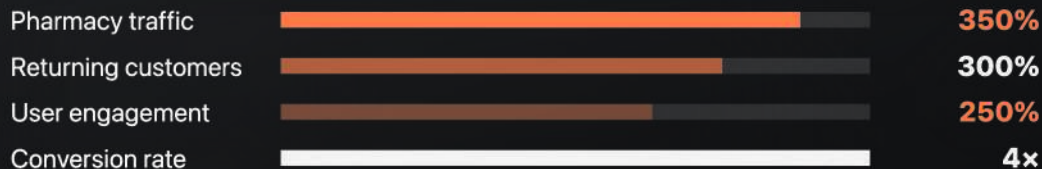
Pharmacy traffic

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



Lift against baseline



DIGITAL CASE STUDY

70 / 92

Estique Skin & Hair (Gurugram)

Industry: Dermatology · 13+ years in business

1 Social engagement
+300%

2 Website traffic
+250%

3 Online bookings
2x

4 Key terms
1st page

CLIENT PROFILE

Industry **Dermatology**

Years in business **13+**

Presence **Gurugram**

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



HEADLINE RESULT

+300%

Social engagement

Lift against baseline



La Midas (Gurgaon)

Industry: Luxury aesthetics · 5+ years in business

1 Social engagement
+400%

2 Site traffic
+300%

3 YouTube views
2x

4 Competitive terms
Improved

CLIENT PROFILE

Industry **Luxury aesthetics**

Years in business **5+**

Presence **Gurgaon**

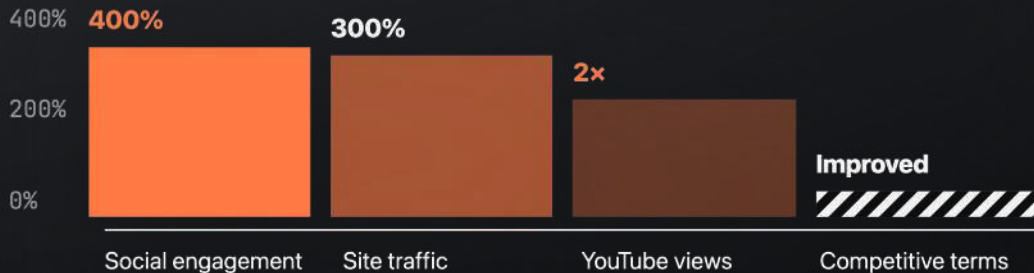
HEADLINE RESULT

+400%

Social engagement

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



Lift against baseline



Influennz (Delhi)

Industry: Aesthetics clinic · 10+ years in business

CLIENT PROFILE

Industry	Aesthetics clinic
Years in business	10+
Presence	Delhi

HEADLINE RESULT

+300%

Organic search traffic

1 Organic search traffic
+300%

2 Consultations booked
+250%

3 Aesthetic terms
Top 5

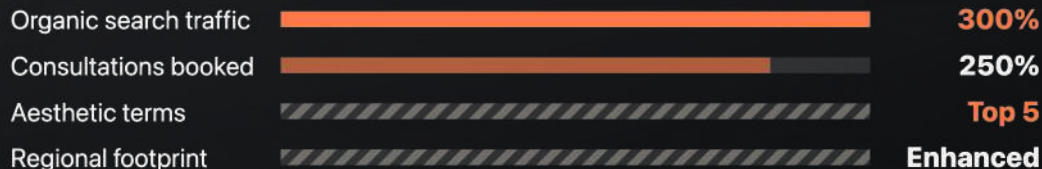
4 Regional footprint
Enhanced

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



Lift against baseline



Skinfinity

Industry: Beauty · 4+ years in business

CLIENT PROFILE

Industry **Beauty**

Years in business **4+**

Presence **30+ team**

HEADLINE RESULT

+320%

Organic traffic

1 Organic traffic
+320%

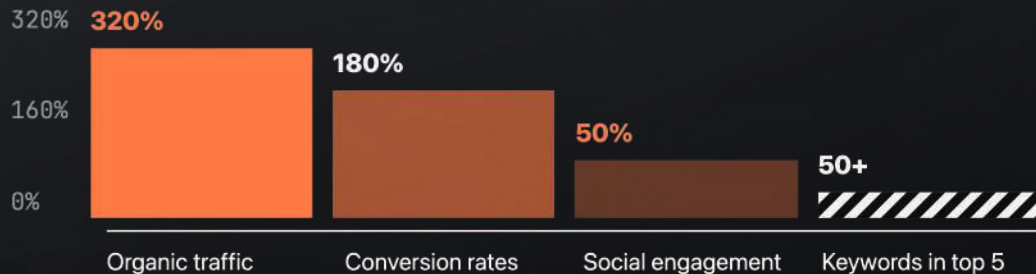
2 Conversion rates
+180%

3 Social engagement
+50%

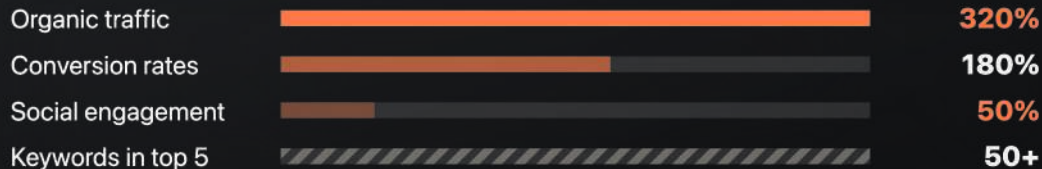
4 Keywords in top 5
50+

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



Lift against baseline



Aureus University (Aruba)

Industry: Medical education · 20+ years in business

1 Website traffic
+200%

2 Social engagement
+120%

3 Student enquiries
+50%

4 Educational terms
Enhanced

CLIENT PROFILE

Industry Medical education

Years in business 20+

Presence Aruba

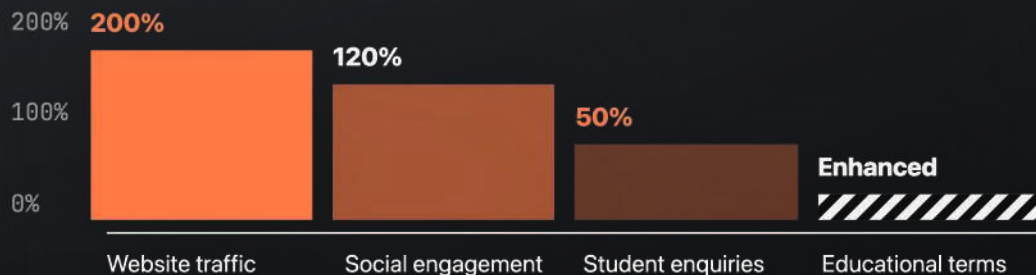
HEADLINE RESULT

+200%

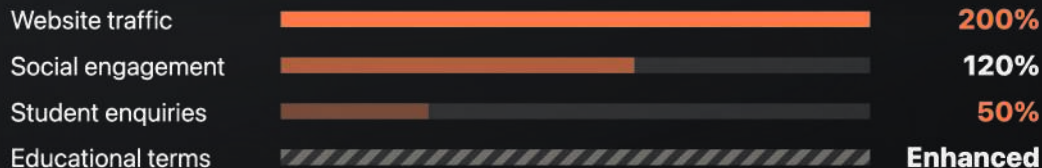
Website traffic

Impact by metric

CLIENT-REPORTED · HATCHED = QUALITATIVE



Lift against baseline



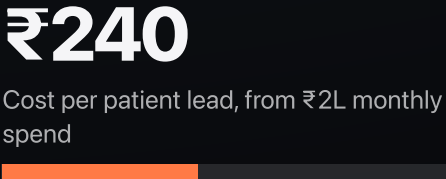
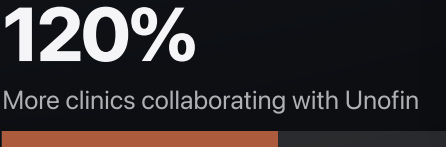
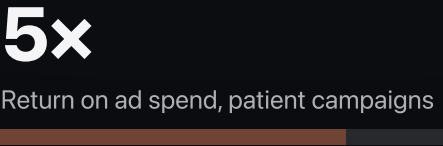
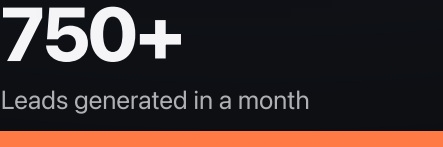
Unofin

Healthcare-focused finance

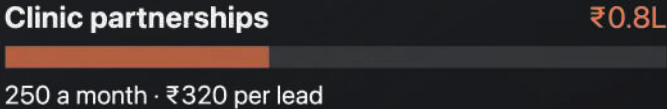
5+ years

Pan India

MAJOR IMPACT



MEDIA SPLIT · ₹2L PER MONTH



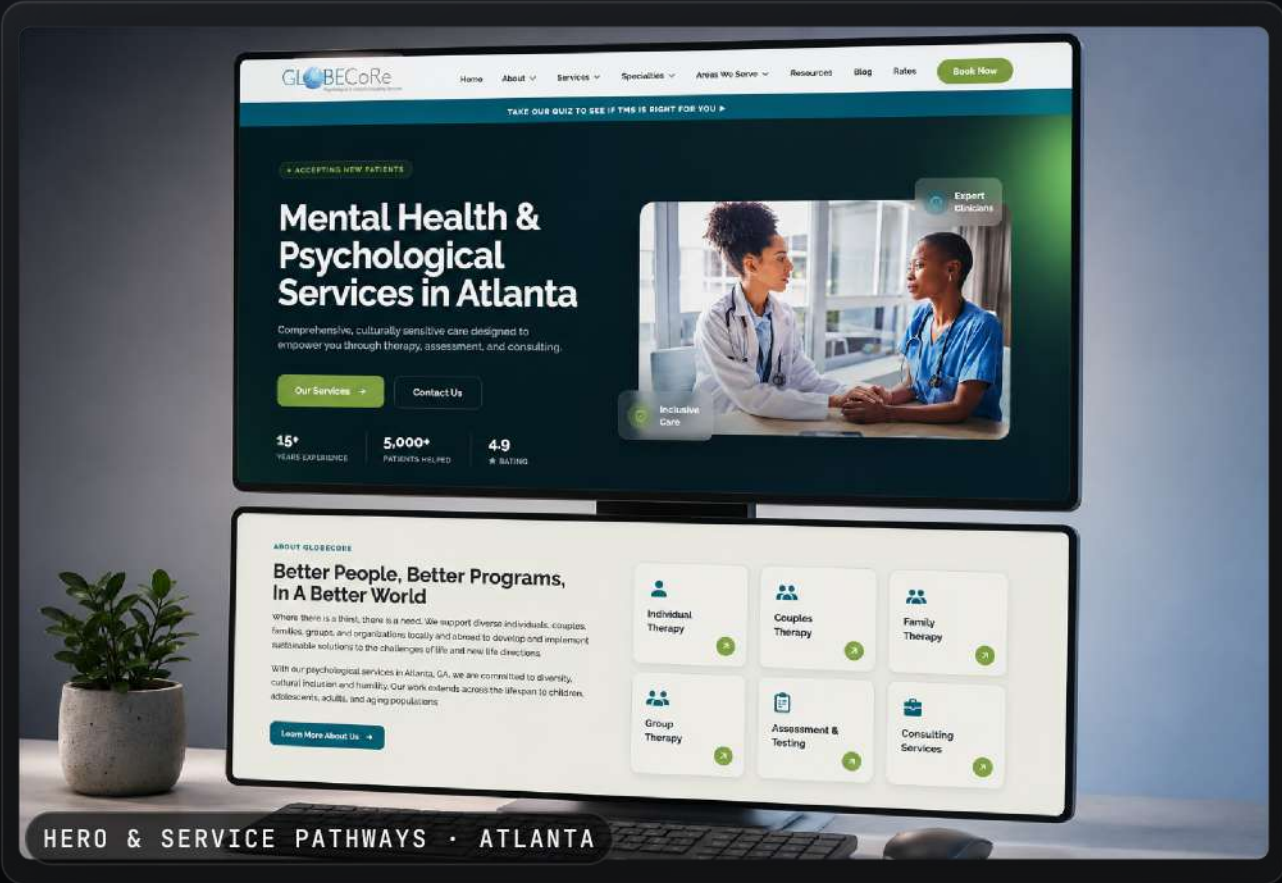
60% of patient leads went on to use the 0% EMI option.

CLIENT-REPORTED

GlobeCore

An Atlanta mental health practice where inclusion is carried in the copy rather than bolted on. Six service pathways laid out as a chooser, a trust bar under the hero, and a TMS suitability quiz in the utility strip.

Patients helped	5,000+
Years experience	15+
Rating	4.9
Service pathways	6





DESKTOP, TABLET, PHONE & LAPTOP

NeuroDoc

A doctor brand for Dr. Praveen Gupta, built responsive across every device. Condition-led service cards with the 24x7 stroke helpline surfaced, video patient stories, and an honours wall, which is what a senior consultant's referral network actually looks for.

Years of practice

20+

Condition pathways

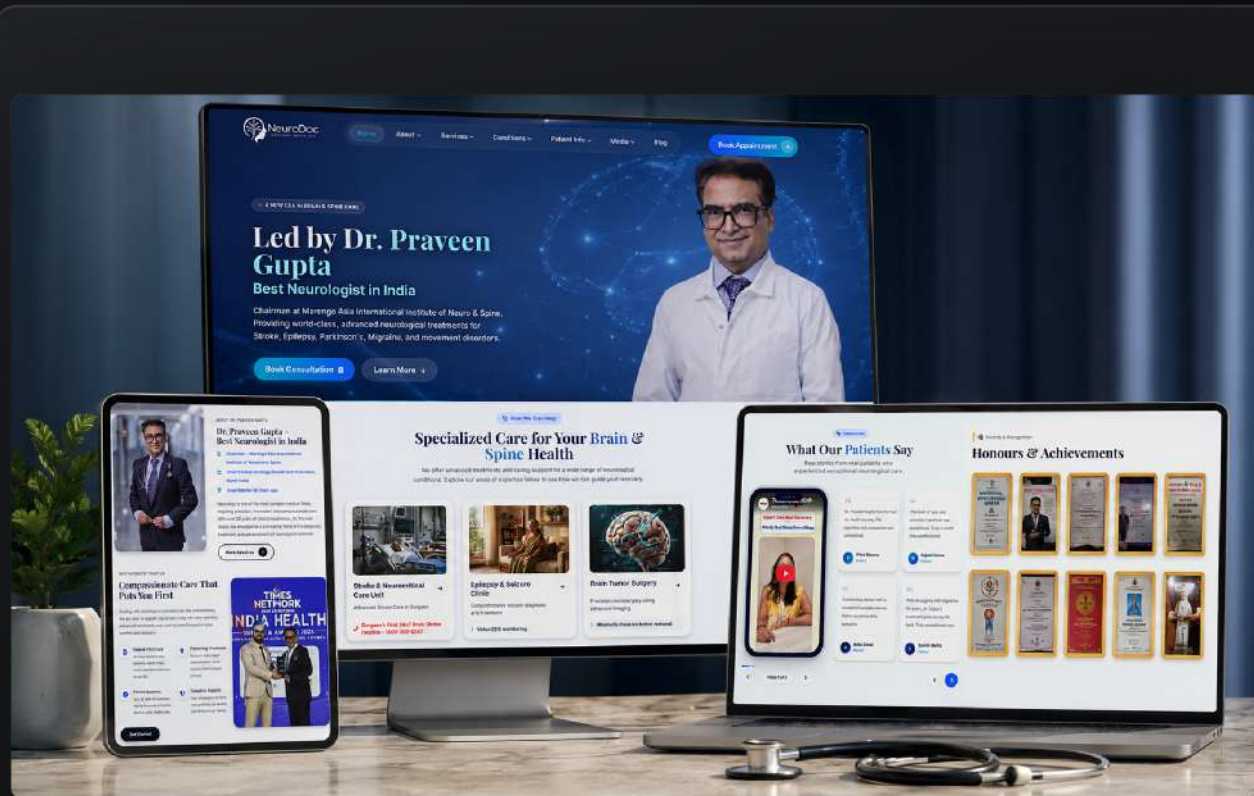
5

Stroke helpline

24 x 7

Breakpoints designed

3



RESPONSIVE BUILD • DR. PRAVEEN GUPTA

Karma Doctors & Associates

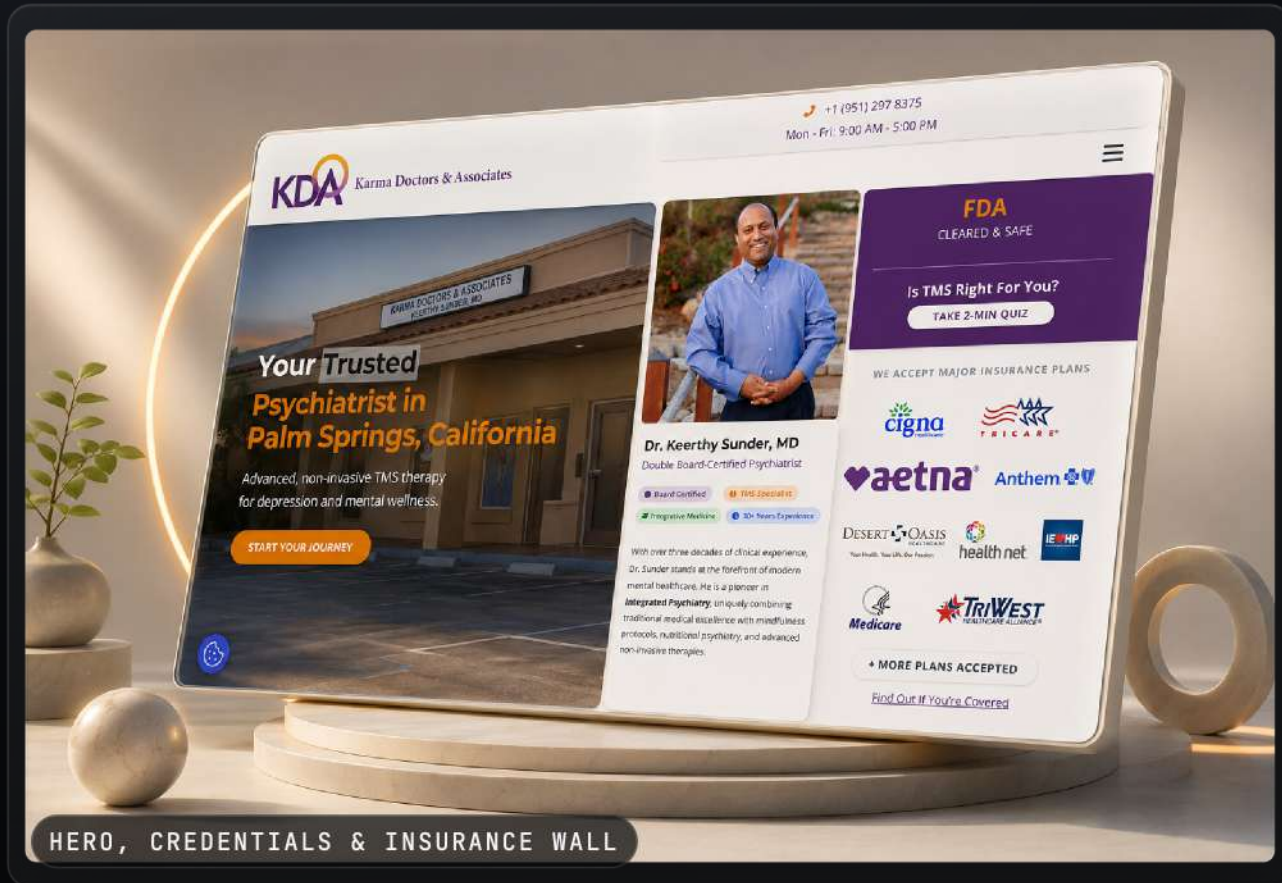
Three things do the work above the fold: the doctor's own photograph and credentials, a two-minute TMS suitability quiz as the soft entry point, and the insurance wall, because in US mental health coverage is the first question a patient asks.

Years of experience **30+**

Insurance plans surfaced **9+**

Entry point **2-min quiz**

Market **Palm Springs**



Websites we have built.

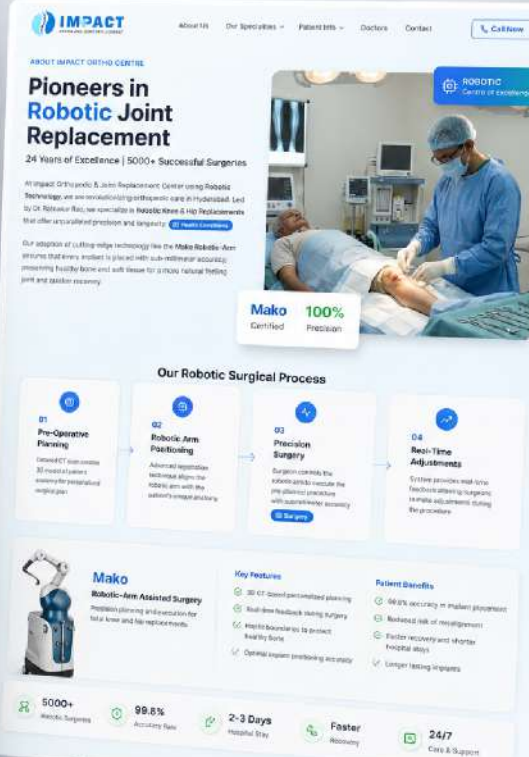
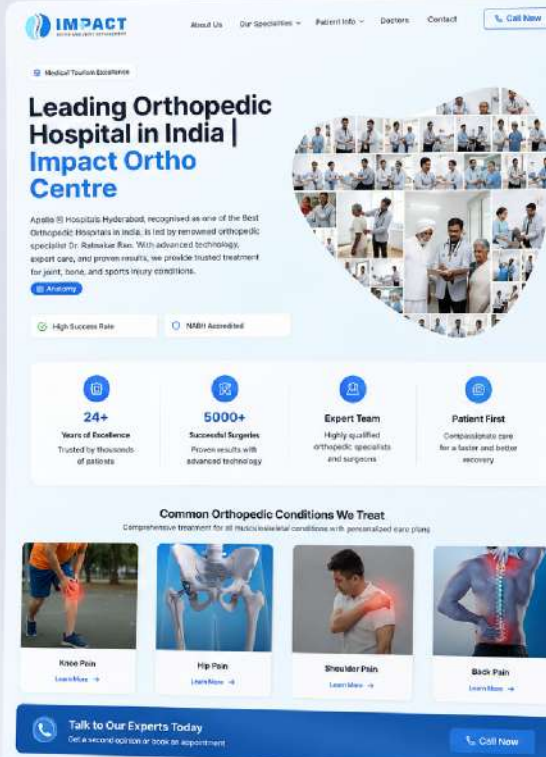
Three hundred and fifty of them, hospitals, doctor microsites, medical societies and patient platforms. Impact Ortho shown here, the home page and the robotic-surgery service line.

Sites shipped since 2016 **350+**

Median Lighthouse score **98**

Build types **4**

Custom coded **No templates**



IMPACT ORTHO CENTRE • HOME & SERVICE LINE

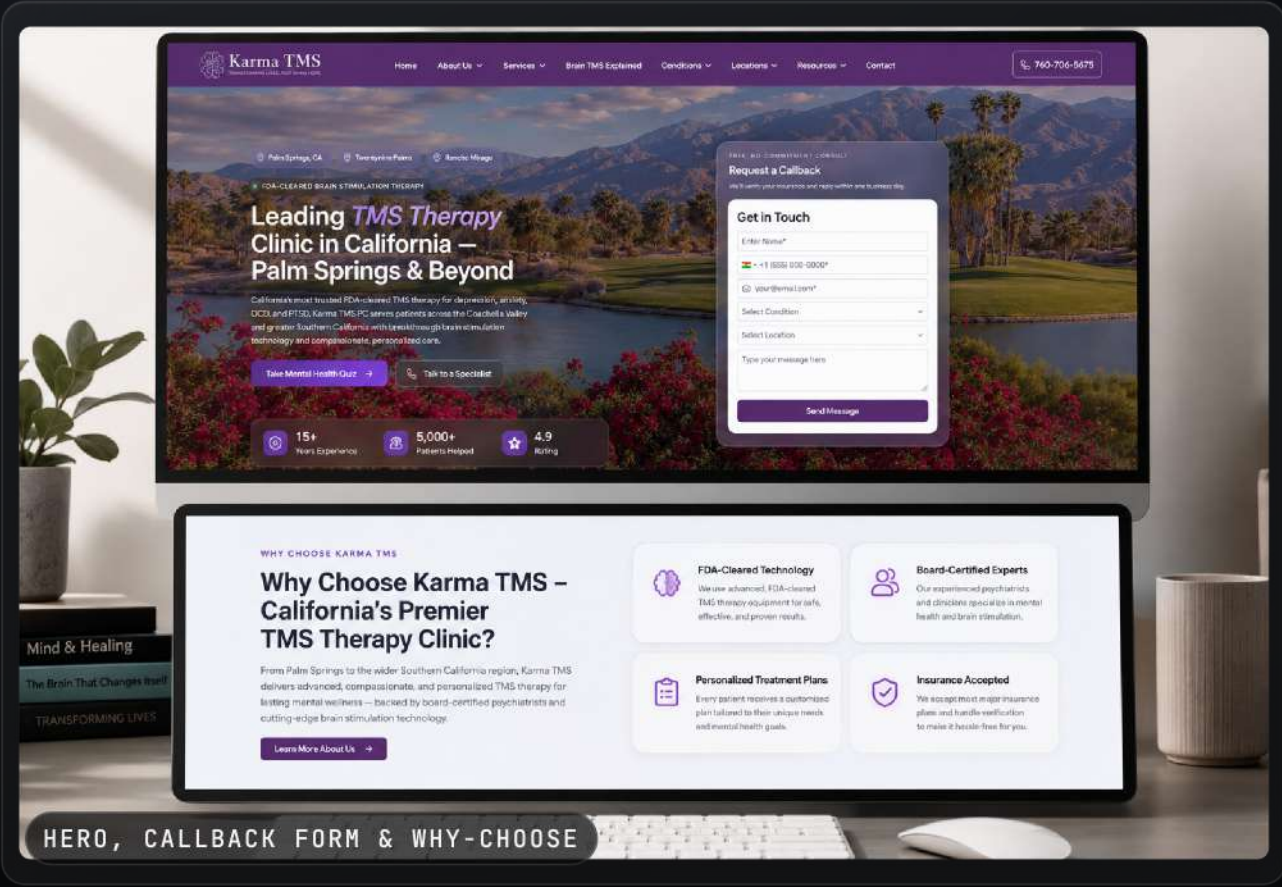


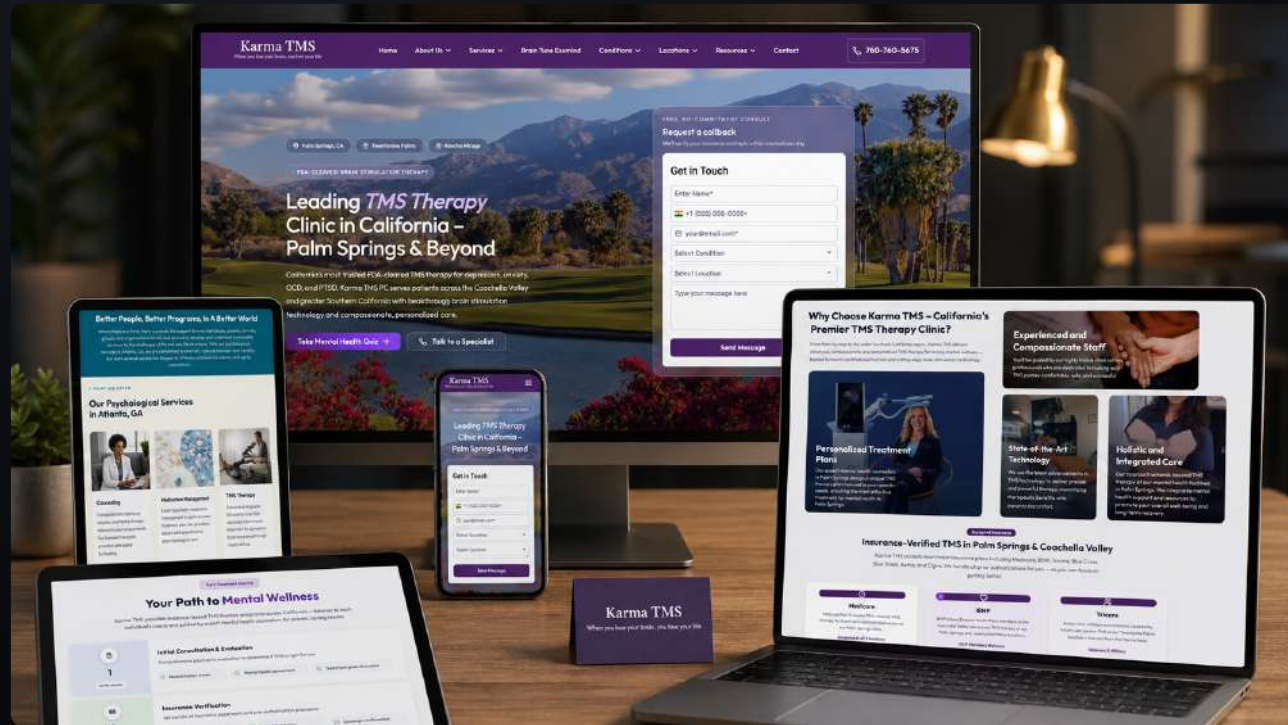
IMPACT ORTHO CENTRE • LAPTOP, TABLET & PHONE

Karma TMS

Three locations named in the hero, a callback form that promises insurance verification inside one business day, and a mental-health quiz as the low-commitment first step. The why-choose block answers the four questions a TMS patient actually has.

Years of experience	15+
Patients helped	5,000+
Rating	4.9
Locations named	3





DESKTOP, TABLET,
PHONE, LAPTOP & CARD

MAX@Home, every screen.

A commerce-scale build: nine service categories in the rail, wellness packages priced with their parameter counts, and a real-patient story shelf. Four breakpoints and the card, all on one identity.

Cities served

14+

Healthcare professionals

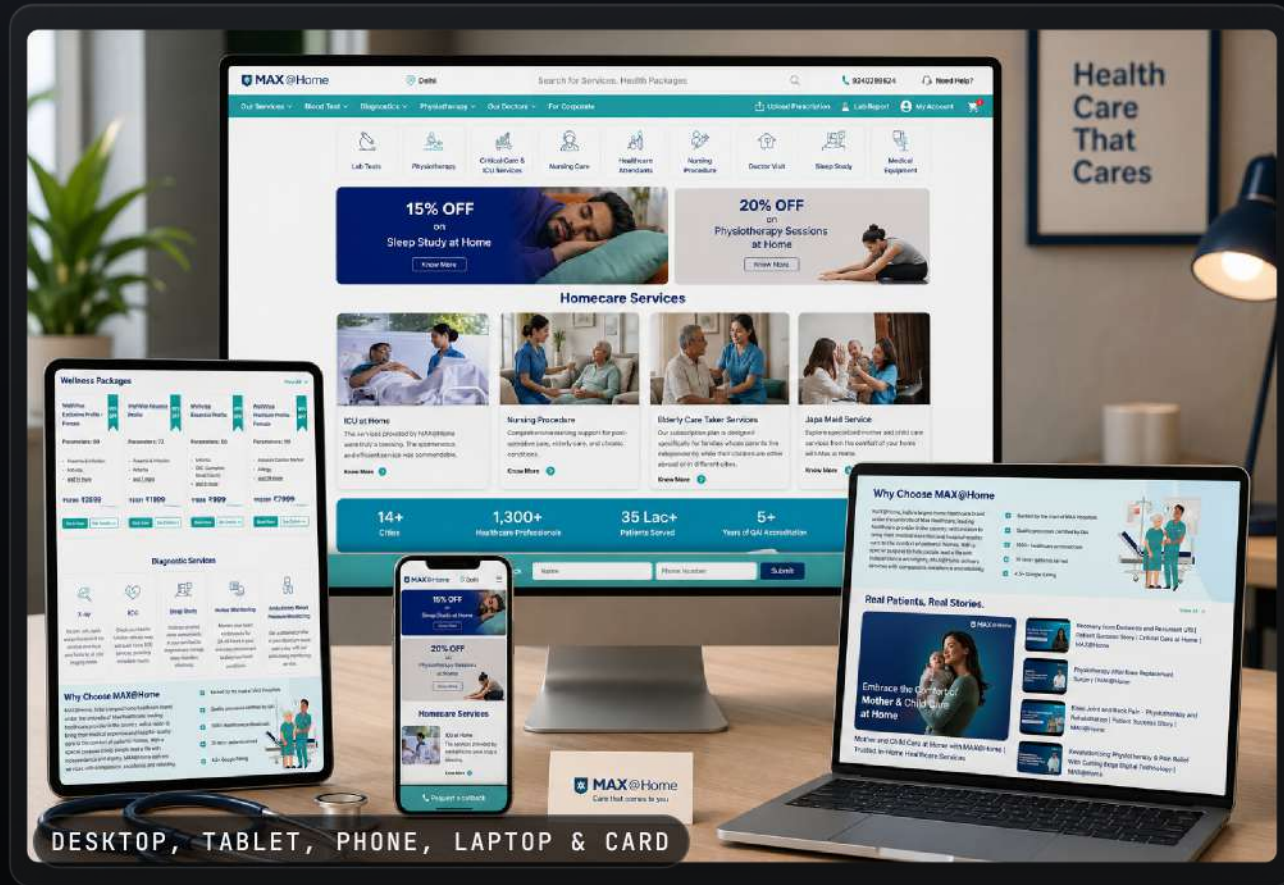
1,300+

Patients served

35 lac+

Years of QAI accreditation

5+



DESKTOP, TABLET, PHONE, LAPTOP & CARD

Refine Clinic, every screen.

The trust bar sits directly under the hero: specialists, patient volume, the Google rating and today's opening hours, the four things an aesthetics patient checks before booking.

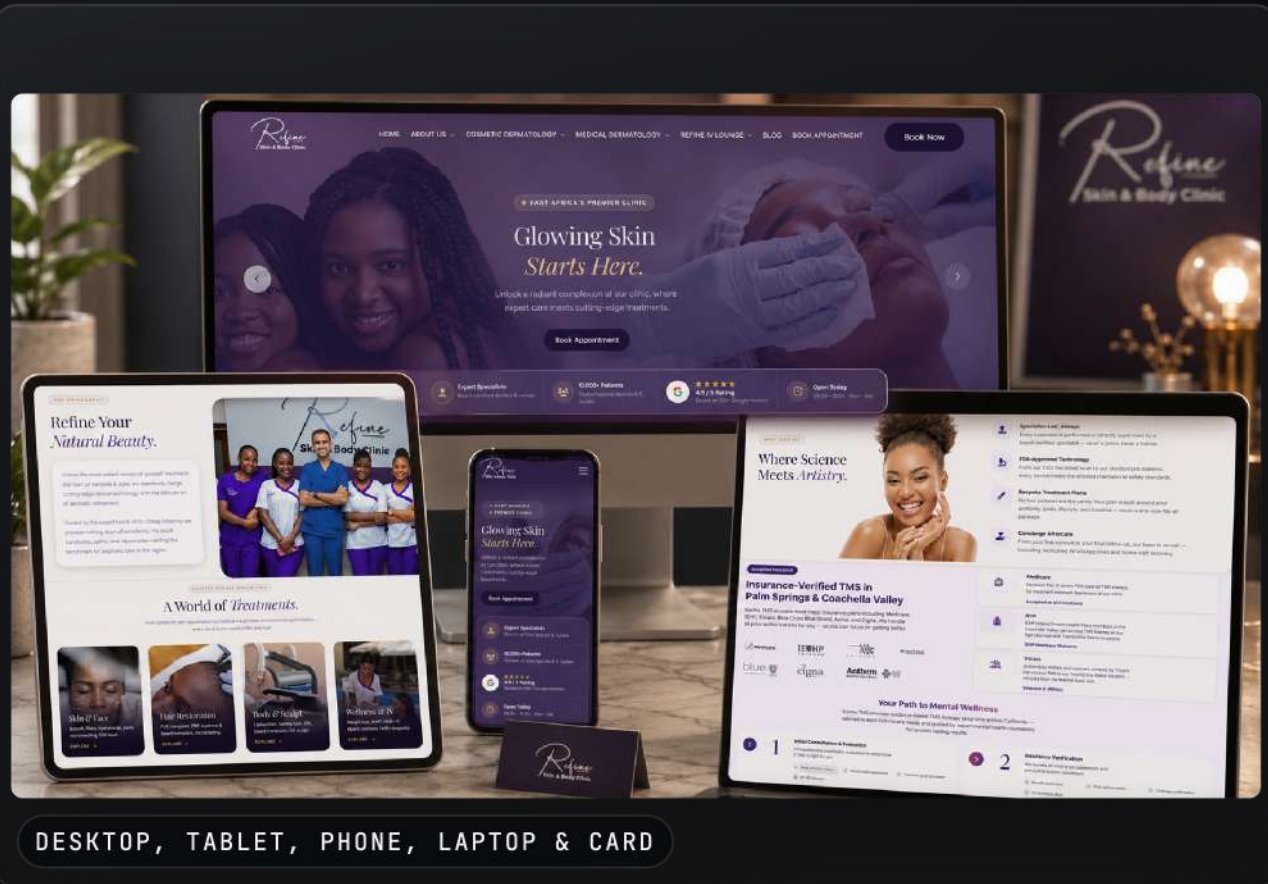
Treatments as a four-way chooser, and the real clinic team rather than stock.

Patients treated **10,000+**

Google rating **4.9 / 5**

Treatment groups **4**

Breakpoints designed **4**



Brands we have served.

Corporate groups, single-site hospitals, specialist clinics, healthtech, medical education and device brands. Named, because we can be.

Corporate hospital groups **10**

Hospitals & clinics **40+**

Healthcare clients since 2016 **2,000+**

Countries **63**



A SELECTION • NOT THE FULL LIST

The doctors on record.

Full interviews on our channel, not edited testimonial reels. Consultants and department heads from Apollo, Max, AIIMS and IGEHRC, on camera in their own words.

Doctors Served

452

Views on the channel

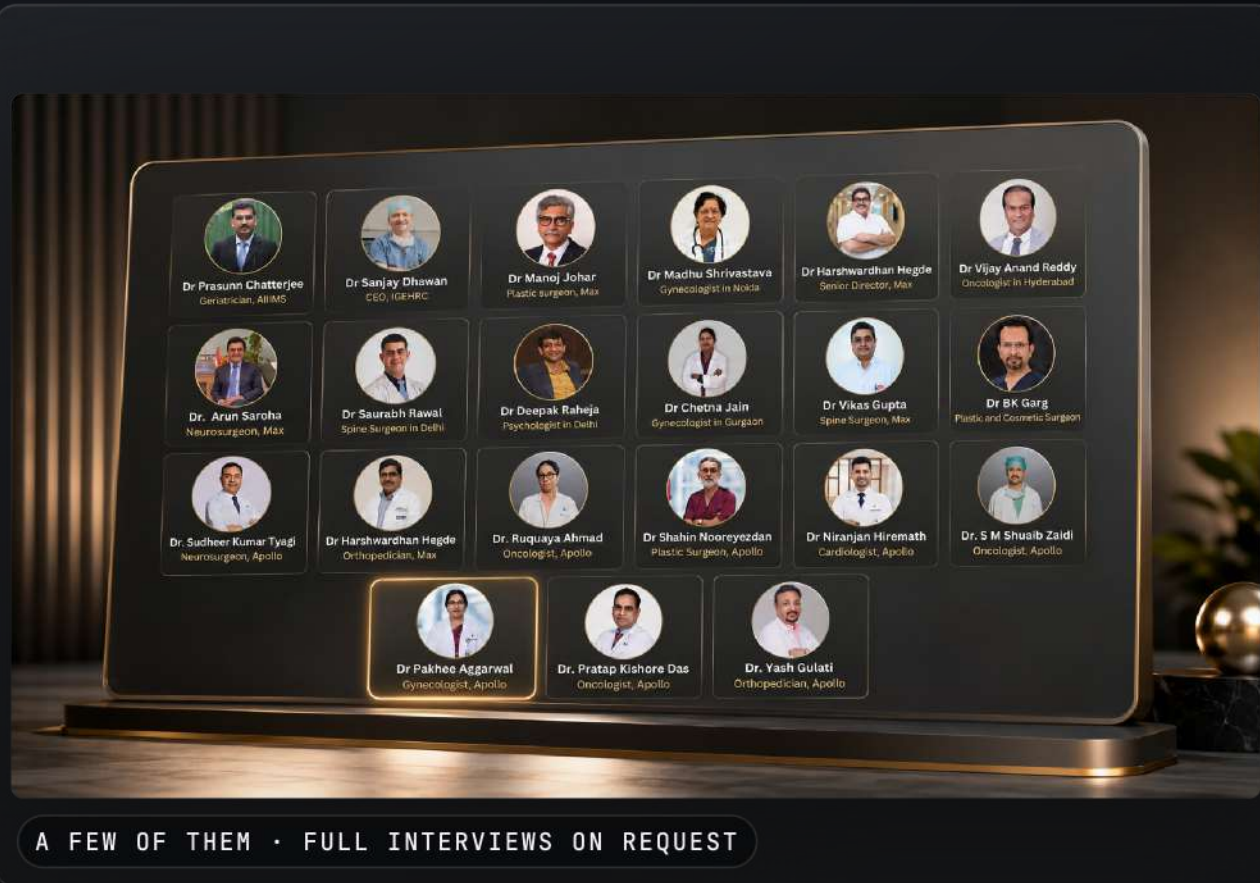
3.8M

Specialties represented

12+

Scripted testimonials

None



SECTION SIX

Working together.

What the first ninety days look like, what an engagement costs, and what you keep at the end of it.



How the first ninety days run.

One blueprint, one senior team, one number we are measured on.

DAY 1-7

Discovery audit

Your patient journey, channels, competitors and the last 24 months of data. Free, under NDA.

DAY 8-14

Ninety-day blueprint

Investment, milestones and KPIs against your specialty mix and geography, on one page.

DAY 15-60

Build & launch

Search, media, AI, web and content shipping in parallel waves, with weekly demos.

DAY 60+

Measure & expand

Every lead attributed to source. We compound what works and stop what doesn't.

QUARTER 2+

Scale & systemise

SOPs, handover and in-house enablement. We work for the next problem, not the retainer.

What you own at handover.

Everything we build is yours. No
hostage accounts, no locked
platforms.

Every ad account

In your name, with your billing, from day one.

The website and its code

Your repository, your hosting, no proprietary
CMS lock-in.

Pioneers OS

The dashboard, the pipeline and the historic
data.

The content library

Films, stills, copy and design files, in source
format.

The AI configuration

Flows, prompts and integrations, documented.

The playbook

SOPs written so your team can run it without us.

What we need from you.

Three things, and only three. The engagements that go badly are always the ones where clinician time never materialised, so we would rather agree it now than discover it in month two.

IN RETURN

A named senior lead, weekly demos, and a monthly report your board can read without a translator.

01 Clinician time

Roughly two hours a month per participating doctor, for filming and content review. This is the ingredient nobody can substitute.

02 Data access

Analytics, ad accounts, call logs and, where the agreement allows, appointment outcomes. Without the last one we cannot prove anything.

03 One decision-maker

Someone who can approve creative and unblock the medical review. Committees are where good campaigns go to expire.

Let's start with the audit.

Thirty minutes with a senior strategist. We will show you the searches you are currently losing and the three moves that win them back inside ninety days. Free, under NDA, and there is no deck at the end of it.

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- 01 Competitor visibility audit, top three by specialty

 - 02 Patient journey gap analysis, stage by stage

 - 03 A ninety-day blueprint, costed for your geography

GET IN TOUCH

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