



Building water confidence for life.

Website + Meta



Built a strategic Meta Ads strategy targeting parents with young children and educating them on the value of swim programming for water safety and confidence.



500K+
ad impressions displayed on Meta platforms in first 90 days of campaign



7,300
clicks on Meta ads in first 90 days of campaign



4,000+
average of people reached on social platforms daily



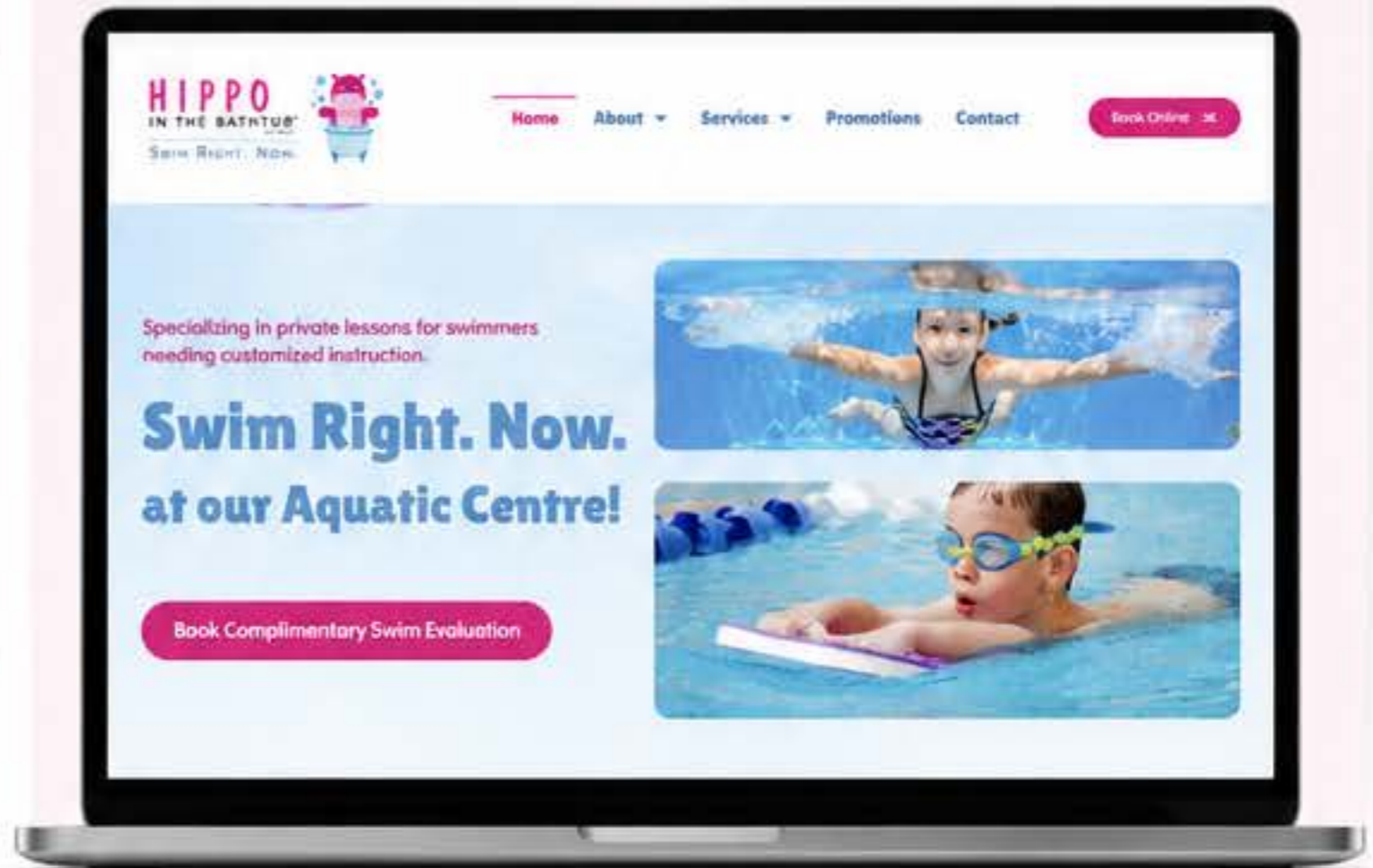
45%
Meta campaigns are responsible for 45% of total website traffic



30%
increase in engaged website sessions (sessions that resulted in a conversion, or lasted longer than 10 seconds) after the first 30 days of Meta ads



New website | hippointhebathtub.ca



Meta Ad |



We build confidence that lasts a lifetime.

Learn more at hippointhebathtub.ca