StackAdapt

Sounding Success:

Eko Health Boosts HCP Reach Through Innovation

THE GOAL

Grow the number of healthcare professionals utilizing Eko Health's stethoscopes and cutting-edge technology.

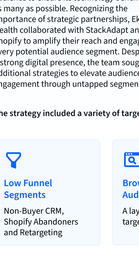
THE SOLUTION

Maximize Eko Health's 1st-party data through audience segmentation with StackAdapt and Shopify.

THE RESULTS

Eko Health used StackAdapt and Shopify data to retarget abandoners and shoppers, boosting conversion revenue by 46% year-over-year.

46% conversion revenue year-over-year.



Eko

Founded in 1993, Eko Health develops advanced digital stethoscopes that revolutionize the healthcare industry by enabling earlier and more precise detection of heart and lung diseases, improving patient care. Committed to innovation and broad reach, Eko Health aims to make its technology widely accessible to healthcare providers, patients, and families.

THE GOAL

Innovative Approach with StackAdapt and Shopify

Eko Health is dedicated to expanding its reach, innovating, and engaging its target audience to ensure its technology benefits as many as possible. Recognizing the importance of strategic partnerships, Eko Health collaborated with StackAdapt and Shopify to amplify their reach and engage every potential audience segment. Despite a strong digital presence, the team sought additional strategies to elevate audience engagement through untapped segments.

In partnership with StackAdapt, Eko Health developed a comprehensive strategy to capitalize on Shopify's e-commerce platform. This collaboration focused on testing, learning, and implementing new audience categories. Through a systematic approach, Eko Health and StackAdapt aimed to enhance targeting capabilities, particularly by focusing on Shopify's abandoner audiences.

The strategy included a variety of targeting tactics, such as:

Low Funnel Segments

Non-Buyer CRM, Shopify Abandoners and Retargeting

Browsing Audiences

A layer of keyword targeting

High CPA Audiences

Planning for future optimization

THE SOLUTION

Targeting the Engaged Customer Journey

To propel its growth and solidify its position in the healthcare market, Eko Health embraced a forward-thinking approach by partnering strategically with StackAdapt. This collaboration was designed to optimize first-party data through advanced audience segmentation and to drive revenue via a refined digital strategy aligned with customer acquisition goals through Eko Health's Shopify e-commerce store.

As a trusted Shopify partner, StackAdapt empowers Shopify merchants like Eko Health by enabling them to leverage their first-party data in several impactful ways:

- Track and Analyze Consumer Behavior
- Create Dynamic Audiences

Drawing on the insights uncovered about audience behaviors, StackAdapt crafted a strategic plan to help Eko Health achieve its client acquisition objectives. The plan targeted already interested customers throughout their buying journey on Shopify.

Together, StackAdapt and Eko Health implemented a strategy utilizing Shopify's custom segmentation and specific events, such as:

01

Browse Abandoners

Reaching potential customers who browsed products without taking further action.

02

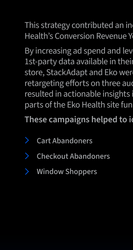
Cart Abandoners

Targeting those who added items to their cart but did not complete the purchase.

03

Checkout Abandoners

Engaging users who initiated checkout but left before finalizing their transaction.



+ Effective Audience Replacement with Shopify

During a website update, some of Eko Health's traditional StackAdapt pixels, such as the purchase exclusion pixel, became obsolete. By integrating Shopify audience segments, the team was able to seamlessly replace the outdated segment. This strategic move allowed Eko Health to focus on acquiring new users, ensure an efficient cost per acquisition, and support sustained growth.

THE RESULTS

Impactful Results from Strategic Partnerships

As a result of the strategic collaboration with StackAdapt and Shopify, Eko Health achieved remarkable outcomes, driving strong conversion revenue growth through strategic audience retargeting.

This strategy contributed an increase in Eko Health's Conversion Revenue YoY by 46%.

By increasing ad spend and leveraging Eko's 1st-party data available in their Shopify store, StackAdapt and Eko were able to focus retargeting efforts on three audiences that resulted in actionable insights into different parts of the Eko Health site funnel.

These campaigns helped to identify:

- Cart Abandoners
- Checkout Abandoners
- Window Shoppers

46%
in increased conversion revenue

Key Outcomes

Continued Partner Growth

StackAdapt and Eko Health share a long-standing partnership, consistently achieving significant results. This collaboration greatly strengthens Eko Health's capacity to extend its global presence and elevate patient outcomes, beginning at the initial examination. The ultimate aim is to equip every healthcare provider with an Eko Health stethoscope.

Probable and Actionable Results

Eko Health maximized customer potential and growth through insight-driven strategies, tailored audience segmentation, and digital advertising formats, collaborating with experts like StackAdapt and Shopify for provable results.

StackAdapt

Learn more about how StackAdapt can help you drive conversions for your customers.

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