

CEFALY + APOGEE 2022 CASE STUDY

AT A GLANCE

CEFALY Technologies hired Apogee Agency to expand brand awareness, increase revenue, and maintain brand integrity in the social space.

Key metrics

Apogee engaged social media creators to construct 49 exclusive, targeted promotions of the CEFALY device.



305M

Estimated views



772K

Estimated social views



1.3M

Social engagements




485.37%

ROAS



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OBJECTIVE

CEFALY partnered with Apogee to raise awareness of their migraine prevention device, with the ultimate goal of increased e-commerce sales. With two primary devices and assorted accessories, the challenge to Apogee was to narrow the focus and target media partners who promote migraine solutions.

SOLUTIONS

Apogee utilized a strategy that included a hybrid of PR and affiliate with key influencers, big media, and coupon partners. By implementing a full-funnel approach, Apogee achieved the sales goal while building a long-term foundation for success.



**Brand
Awareness**



**Increased
Revenue**



**Brand
Integrity**

RESULTS

1

Brand Awareness

Apogee campaigns have reached tens of millions of views throughout multiple engagements on Instagram, TikTok, YouTube and Facebook. CEFALY is ranked #255 out of more than 15,000 programs making it highly attractive to both content creators and big media partners.

2

Increased Revenue

In 2022, CEFALY achieved just under \$1.1M in sales through the affiliate channel and are on target to reach over \$1.5M in 2023.

3

Brand Integrity

Apogee has maintained a clean affiliate program — free of low-value coupon sites, fraudulent coupon practices, and paid ad manipulation.