



Nebula Genomics + Apogee Agency

Case Study

Nebula Genomics, a pioneering force in the field of genomic data formed a strategic partnership with Apogee Agency.

Brand Awareness



In an era dominated by digital channels and science-driven consumers, Nebula Genomics recognized the need to amplify its brand presence in the virtual ecosystem. By joining hands with Apogee, the aim was to harness the agency's prowess in crafting resonating campaigns, creating captivating content, and positioning the brand in the most influential digital spaces.

Increase Revenue



Apogee executed targeted promotional activities with calls to action, employing retargeting methodologies, and streamlining the user's transition from mere interest to final purchase. Exclusive packages, partnerships with health professionals, and other revenue-centric tactics were initiated to stimulate customer engagement and conversions.

Brand Integrity



To safeguard brand integrity, Apogee implemented a robust online reputation management strategy. This encompassed active monitoring of brand mentions, swiftly addressing questions and concerns raised by users, and ensuring a cohesive and consistent brand narrative across platforms.

Key Metrics



\$2.35M

Gross Revenue



\$404

Average Order



5,800

Orders



230

Active Publishers



914.7%

ROAS



All in all, this collaboration between Apogee Agency and Nebula Genomics symbolized a blend of Apogee's digital strategy expertise and Nebula Genomics' groundbreaking work in genomics. Together, we embarked on an ambitious journey to augment Nebula Genomics' digital imprint, bolster revenue avenues, and uphold the brand's esteemed reputation in online platforms.

For more information, visit www.apogeeagency.com or call: (850) 696-7593, Mail: apg@apogeeagency.com

