

Case study

Mindler: using AI-marketing to cut costs in competitive markets



CASE STUDY : MINDLER

Mindler, an online therapy provider, coupled their established marketing strategy with a curiosity for AI-based alternatives – and reduced cost per conversion by 82%.

Background

Back in 2018 Mindler was a startup on the rise. Since then, the company has grown exponentially and established themselves as the primary online therapy provider in Sweden. Here, Mindler enjoyed a first-mover advantage and quickly built a strong position in the search rankings. The marketing team also managed to really strike a chord with its consumers and build brand awareness through more traditional channels such as print, OOH and television. It was the combination of ideal circumstances and a beautifully executed strategy. The next step was to turn their eyes to nearby key markets, primarily the U.K, which is a lot bigger and, in terms of search rankings, much more competitive.



 **MINDLER**
Rethinking Therapy



“We no longer have to spend precious time on repetitive manual labor, something that, evidently, AI can do much better and a lot faster.”

Victor Salomonsson

Growth Manager

Mindler

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There was nothing evidently wrong with their current strategy – the hefty price tag on keywords for the U.K market was accounted for in the budget.

Solution

But Growth Manager Victor Salomonsson had a keen curiosity for new technologies. So when Mindler's agency, the GO MO Group, proposed combating the ludicrous prices of high-competition keywords (compared to other markets) by using Amanda AI's technology, he jumped at the chance.

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The U.K experiment proved successful.

With Amanda AI

Cost per conversion -82% ↓	# of conversions +183% ↑
Cost per click -70% ↓	Conversion rate +180% ↑

Result

Supported by our tireless algorithms, Mindler's marketing team managed to reduce their cost of conversion by 82% in the first 45-day period (compared to the same period the previous year), while simultaneously increasing overall conversion by 182%. On top of that, Victor and his team no longer have to spend precious time on the manual labor that comes with keyword optimization. That time is now utilized for more impactful initiatives such as budget allocation and strategizing.

Mindler is now leaving an intense period of fast-paced scaling behind and is set on becoming a profitable business by the end of 2023. It's a radical change that might result in restrained budgets. But with the numbers in hand, Mindler's marketing team might very well utilize Amanda AI to extend their own capabilities in other markets and reduce costs without downsizing their efforts.

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Mindler is a digital healthcare provider

offering online therapy via video calls and self-help programs (iCBT). The treatment takes place in the Mindler app, available on Google Play and Apple App Store.

The company's primary form of therapy is Cognitive Behaviour Therapy (CBT), formatted into a so-called 'Blended Therapy'. This means patients will meet a CBT psychologist in video calls, as well as go through online CBT self-help programmes



"This is just the beginning of combining state-of-the-art technology with human expertise. The combination of strong performance and high service levels makes this setup hard to beat"

Henrik Anderberg

Head Of Client Success

GO MO Group
