

Chughtai Campaign



valensa

Enhance Health

BRIEF

This campaign highlights the **USPlus® Clinical Study:**

- **Significant Symptom Reduction:** 65 % of men saw an improved International Prostate Symptom Scores (IPSS) by week 12.
- **Faster Relief:** Stronger urinary stream and reduced straining observed in as little as 6 weeks.
- **Enhanced Quality of Life:** Reduced urgency, improved flow, and better uninterrupted sleep by week 12.

Marketing Objective + Tactics

1. Lead Gen: Conversions [Feb 6 - Feb 26]

Lead Gen: Study landing page + Form | 2 emails + 1 organic social, 1 paid social
Connected HubSpot database with LinkedIn

2. PR: Awareness [February 19 - 24 - June]

- Press Release: – published on Valensa website, 1 email + 1 organic + paid social, + Nutraceutical World + NBR Press Release coverage
- Nutraceutical World: April/May - Men’s Health [email + social]
- Whole Foods Magazine: April – Active Aging [share on and email + social]
- NutraIngredients USA: April – Longevity: Health span and Life span [share on social + email]
- Nutritional Outlook: May – Men's Health [share on email + social]
- Nutrition Industry Executive: June – Men's Health [share on email + social]

3. Influencer: Engagement [June]

Influencer strategy
Costco IVC – similar to what we did last time, more geographical coverage, more impact, consider a doctor; consider Meltwater.

Timeline

February - June

KPIs

Awareness: Open Rates | Impressions | Views

Conversions: Lead Gen - study downloads (form conversions)

Consideration: ER | Costco cart conversions | ROI

Email Comparison

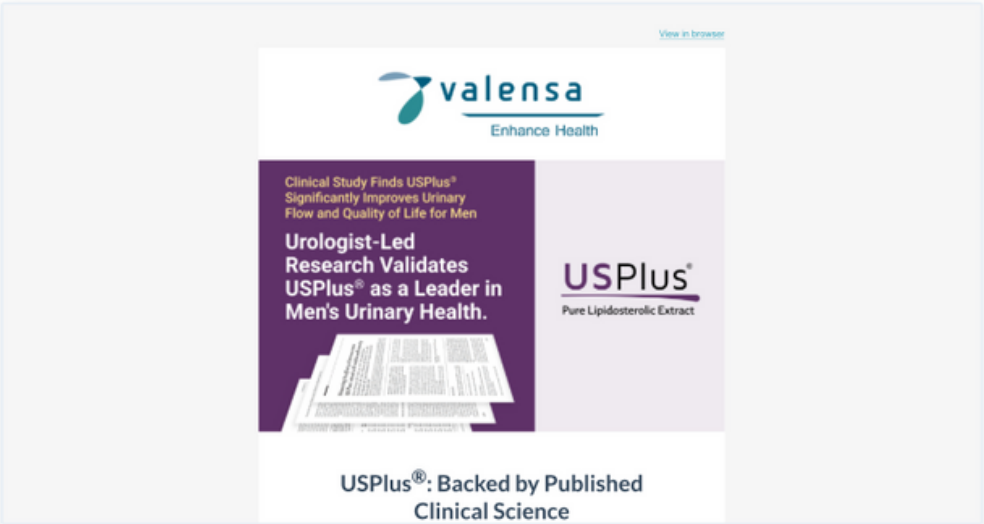
Overall performance



[UsPlus/Prostate] Chughtai Article Email

Email type Send date
Regular February 6, 2025

OPEN RATE	28.63%
CLICK-THROUGH RATE	21.54%
CLICK RATE	6.17%
UNSUBSCRIBES	1.32%



[UsPlus/Prostate] Chughtai Article Email - resent to unopened email

Email type Send date
Regular February 17, 2025

OPEN RATE	19.33%
CLICK-THROUGH RATE	10.26%
CLICK RATE	1.98%
UNSUBSCRIBES	0.99%



[UsPlus/Prostate] Chughtai PR Email ([USPlus/Prostate] RWT - Chughtai - Press Release - February)

Email type Send date
Regular February 19, 2025

OPEN RATE	22.75%
CLICK-THROUGH RATE	6.34%
CLICK RATE	1.44%
UNSUBSCRIBES	0.89%

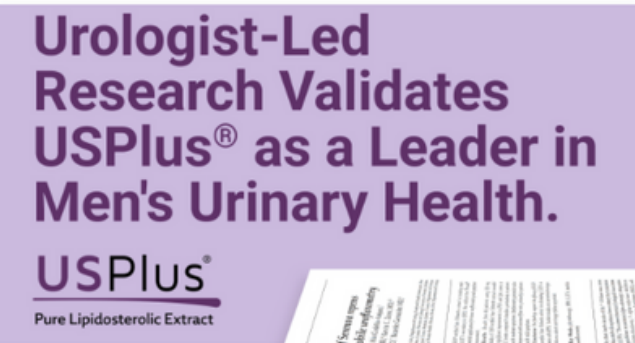
Social Comparison

Organic

Objective:
Lead Gen

Objective:
Awareness

Campaign
● [USPlus/Prostate] RWT- Lead GEN - Ch... [↗](#)



Valensa International

The results are in! The Canadian Journal of Urology highlights the proven efficacy of USPlus® for managing symptoms of an enlarged...

Network	Publish Date
LinkedIn	Thu Feb 06 2025

CLICKS	4
INTERACTIONS	9
IMPRESSIONS	224
COMMENTS	0

Campaign
● [USPlus/Prostate] RWT - Chughtai - Pre... [↗](#)



Valensa International

New Clinical Research Confirms USPlus® Improves Men's Urinary Health A 12-week study published in The Canadian Journal of Urology confirms ...

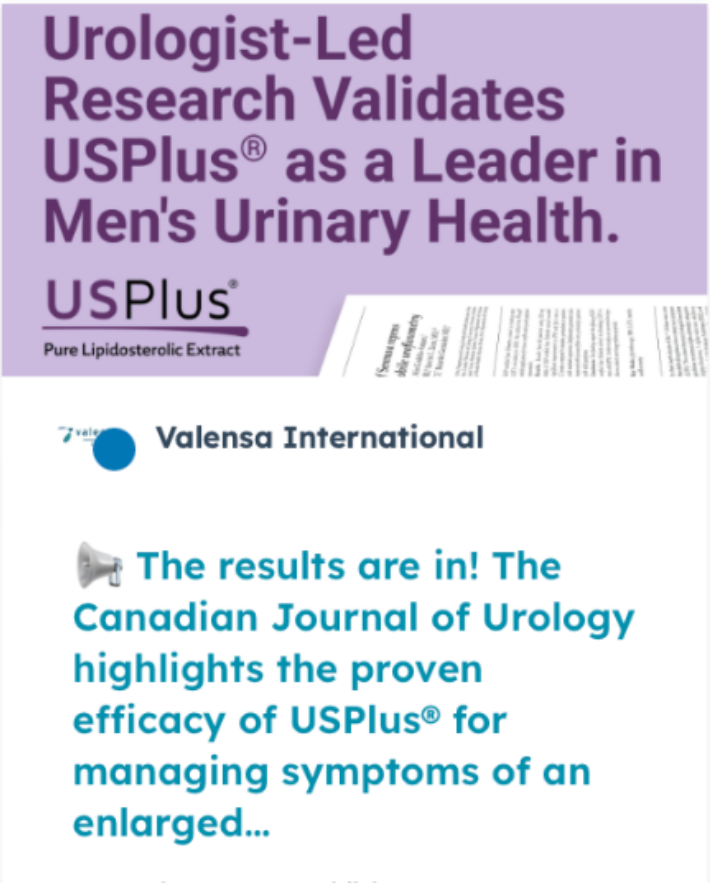
Network	Publish Date
LinkedIn	Wed Feb 19 2025

CLICKS	3
INTERACTIONS	14
IMPRESSIONS	184
COMMENTS	3

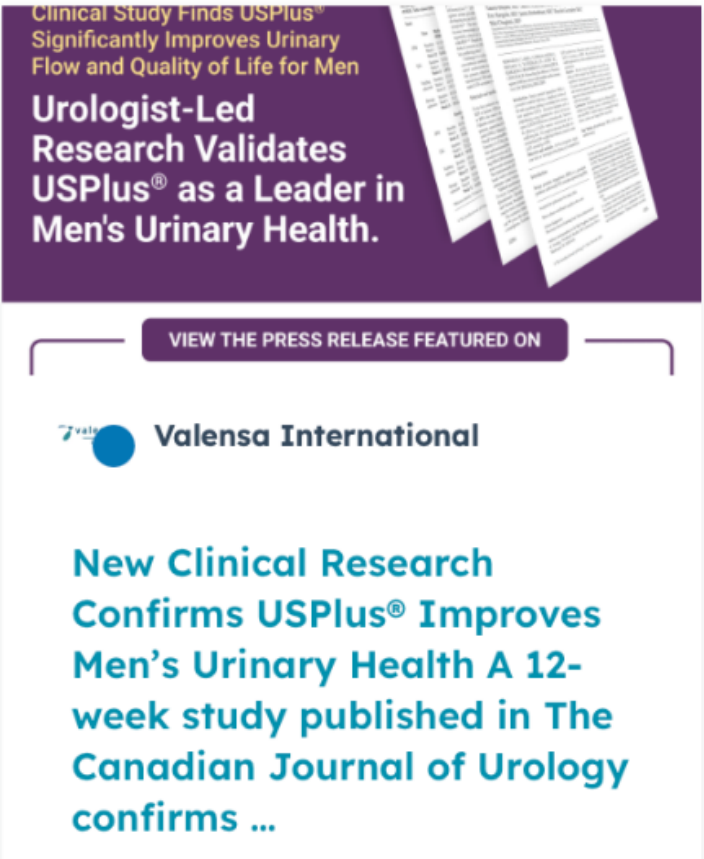
Paid - pending

Objective:
Lead Gen

Objective:
Awareness



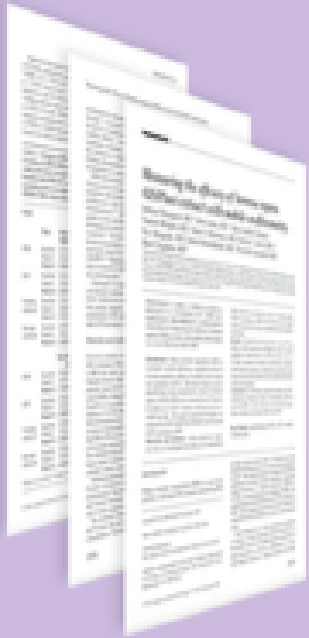
Budget: \$700
Leads: 1
Impressions: 5,962
Clicks: 15
Pending Results



Budget: \$300
Impressions: 192K
Clicks: 56

Landing Page:





Clinical Study Finds USPlus® Significantly Improves Quality of Life and Improves Men's Urinary Flow

A clinical study, published in The Canadian Journal of Urology, highlights the efficacy of USPlus® *Serenoa repens* extract for managing BPH symptoms.



High-Quality Solution for Men's Urinary and Prostate Health

For men managing the daily challenges of benign prostatic hyperplasia (BPH), finding effective, natural relief is often a priority. A recent study, published in The Canadian Journal of Urology, demonstrates how USPlus®—a USP-verified *Serenoa repens* extract—delivers proven relief from symptoms, enhances urinary flow, and improves quality of life. With no reported adverse events, USPlus® offers a trusted, safe alternative to prescription medications.

Page Metrics:

Page Views: 124
Message Requests: 39
Form Submissions: 58 form submissions (1 from LinkedIn)
Time per page view: 2.7 minutes

Page metrics

PAGE VIEWS	TOTAL FORM SUBMISSIONS	NEW CONTACTS	NEW CUSTOMERS	BOUNCE RATE	TIME PER PAGE VIEW
124	11	2	0	72.86%	2.7 minutes
EXITS PER PAGE VIEW	ENTRANCES				
56.45%	70				

Form Submissions - pending results

First Name *

Company name *

Job title *

Email *

Message/Request

Submit

Currently I am developing hair growth product and would like to know more about USPlus Derm. TQ

After visiting your stand at Supply Side West, I would like to receive more detailed technical information and prices on your references Us Plus and Us Plus Derm.

Hi,
Im Carolina Leal, Procurement Manager of Matter, mexican brand of supplements. I´d been in SSW in Vegas and I would like to have more information of this ingredient since we are interested to develop a product for Hair Growth
Best regards

Form Submissions:

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form submissions (1
from LinkedIn)

LESSONS

NEXT STEPS

OPPORTUNITIES

Forms + Automation

- Address message requests
- Automate the form with follow-ups after submission
- Integrate forms with sales meeting links for seamless scheduling.
- For paid social lead generation: require mandatory fields such as “work email” to improve lead quality.
- Implement follow-up strategies for both unopened and opened emails.
- Automate email sequences, resending marketing emails to unopened leads with a different subject line.

Sales | MKT Alignment

- Align marketing with sales to track how MQLs convert into customers.
- Establish lead scoring to qualify sales leads, ensuring only the most relevant MQLs become SQLs.

Infuencer Marketing

Invest in a platform for managing Costco infuencer campaigns and track ROI