

MONSOON®

1. Google Ads: Total monthly budgets from 01.06.2023 - 10.11.2023

Campaign	Budget	Status	Optimization score	Cost
All enabled campaigns in your current view ⓘ				
^ Total: Account ⓘ	€740.00/day		–	€68,442.87
June 2023				€7,200.48
July 2023				€8,516.47
August 2023				€8,942.04
September 2023				€15,206.25
October 2023				€19,117.99
November 2023				€9,459.63

Picture 1

2. Meta Ads: Total monthly budgets from 01.06.2023 - 10.11.2023

Month ↓	Amount spent	CPC (cost per...)	CPM (cost per 1,000 impressions)	CTR (all) ↓
2023-11-01 - 2023-11-30	€9,365.68	€1.38	€18.46	2.09%
2023-10-01 - 2023-10-31	€6,899.08	€1.01	€13.17	2.22%
2023-09-01 - 2023-09-30	€8,728.37	€1.05	€12.32	1.66%
2023-08-01 - 2023-08-31	€10,756.05	€1.51	€9.57	1.02%
2023-07-01 - 2023-07-31	€8,612.68	€1.39	€13.49	1.52%
2023-06-01 - 2023-06-30	€4,860.90	€1.41	€17.54	1.70%
Total results 6 / 6 rows displayed	€49,222.76 Total spent	€1.27 Per Action	€13.03 Per 1,000 Impressions	1.58% Per Impressions

Picture 2

3. SWOT Analysis of Clearlight Saunas from our Market Entry Analysis

<p>Strengths</p> <ol style="list-style-type: none">1. Product specifications, such as therapeutic infrared heating technologies, 360° infrared heat, low emission EMF and ELF, use of non-toxic and eco-certified materials;2. Recognition from the health and wellness industry;3. Product add-ons which allow for different types of wellness therapies;4. Lifetime warranty that fits into sustainability (quote: "Clearlight®. This is the only sauna you would ever have to buy");5. Innovation brought to the health space;6. Low cost of operation (2.5 kWh). The infrared sauna consumes only 20/25% of the electricity compared to traditional dry saunas, making it 5 times amore cost-effective;7. Strong company's values / mission - driven organisation that inspires customers to live a healthier lifestyle;8. Team with a general interest in health / flexible minds open to change;9. Producing educational content and co-founders owning the brand or being the personal brand;10. Market for converting from traditional to infrared cabins.11. Contracting the number of products (limiting the product range).	<p>Weaknesses</p> <ol style="list-style-type: none">1. Production is not local, resulting in a long sales cycle, especially for custom design adjustments (takes around 3-6 months). The sales team receives requests for bespoke products once or twice per week;2. Stock availability;3. Price sensitivity. The price of the product might be an issue, especially for middle-class customers. High-end customers are less concerned.4. No pricing on the website;5. English product names - people feel embarrassed if they can't pronounce the name of the product.
<p>Opportunities</p> <ol style="list-style-type: none">1. Many people are still unaware of what infrared cabins are;2. The health and wellness industry has boomed after the pandemic;3. Interest in alternative treatment methods and health prevention is rising;4. "Higher awareness and the need to be healthier and happier" / "People are starting to realize that health is their new measure of wealth";5. Expansion of e-commerce;6. Germans might not feel comfortable going to public saunas anymore due to the pandemic;7. Inflation and rising electricity prices are discouraging the use of traditional saunas;8. Going to the sauna is not a new trend; however, people perceive the infrared sauna as a weaker version of traditional saunas.	<p>Threats</p> <ol style="list-style-type: none">1. Inflation and rising electricity pricing;2. Saturated market / competitors.

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Picture 3

4. Buyer Persona 1 Hilde

Hilde,

Motivation, Goals and Frustrations

What are Hilde's main **MOTIVATIONS** to buy infrared sauna?

- **Maintaining a healthy lifestyle in the retirement.** Hilde recently started having pain in her hips and she was diagnosed with a light hip degeneration. Her husband has an elevated blood pressure since a few years.
- As a retired physician, **she has always been interested in state-of-the-art wellness practices.**
- **She wants to convince her husband about the benefits of the infrared sauna.** They kept visiting the traditional saunas in the past quite frequently, but they stopped their routine due to pandemic regulations. **Hilde wants to revive this wellness practice at home, while Karl needs to evaluate if the investment** will add significant value to their lifestyle and property.

What are Hilde's main **GOALS**:

- To **invest in a solution for herself and her husband**, which will help them to tackle some of their health issues.
- To **enrich their home environment** with a dedicated wellness space, while potentially adding luxury value to their property, a point that particularly resonates with Karl's value-for-money perspective.

What are Hilde's main **FRUSTRATIONS** during research and purchase process of infrared sauna?

- A primary frustration is **the lack of transparent pricing information** on the manufacturers' websites. **This hinders Hilde from providing Karl with specific cost estimates** necessary for his financial evaluation.
- They both also express concerns about the **energy consumption of the infrared sauna.**
- Hilde is disappointed with **the limited opportunities to test an infrared sauna** before investing in it, which poses a risk in their purchase decision.

Picture 4

Hilde,

the Wellness-focused Retiree

Age: 63

Gender: Female

Location: Düsseldorf

Occupation: Retired physician

Family: Lives with her husband, Karl, a retired engineer. Their two children are adults and live in different cities;

Owned property: Owns a luxury house with a spacious backyard;

Income: Pension and retirement savings amounting to 10.000 euros per month (combined with her husband);

Education: Medical degree from Heinrich Heine University Düsseldorf;

Social Media: she's active on Facebook for social purposes, uses YouTube and other podcasts' platforms, browses Pinterest for wellness ideas; communicates on WhatsApp;

Interests: Gardening, reading medical journals, volunteering at a local clinic, and pilates;



Picture 4

5. Buyer Persona 2 Frank

Frank,

Motivation, Goals and Frustrations

What are Frank's main **MOTIVATIONS** to buy infrared sauna?

- **Seeking a solution to manage work-related stress and take care of his health.** His intense lifestyle made an impact on his life lately and he wants to invest in a solution, which will help him to stay in shape.
- He **has a general interest in high-tech health and wellness gadgets**, therefore the infrared cabins is something what he is willing to test out;
- His aspiration **to boost his property's value and comfort, while also establishing a sense of prestige**, aligns with owning a high-end amenity like an infrared sauna.

What are Frank's main **GOALS**:

- To **invest in a product that will directly contribute to improving his health.**
- To **enhance the appeal, functionality, and prestige of his property** through the inclusion of luxurious amenities like an infrared sauna.

What are Frank's main **FRUSTRATIONS** during research and purchase process of infrared sauna?

- **The disappointment in the quality or effectiveness of offerings from initial options such as Klafs or Physiotherm**, leading to the need for further research to identify superior alternatives like Clearlight® Saunas.
- **Navigating through a plethora of conflicting information from different brands**, causing confusion and uncertainty.
- **The struggle to find more in-depth technical specifications** of infrared cabins and pricing before making direct contact with sales teams.

Picture 5

Frank,

the Health-Conscious Tech Enthusiast

Age: 52

Gender: Male

Location: Munich

Occupation: Senior Manager in a tech firm

Family: Lives with his partner, no kids;

Owned property: Owns a large suburban house with a dedicated wellness space;

Income: 10000 euros per month;

Education: Master's degree in Business Informatics from Ludwig Maximilian University of Munich

Social Media: Active on LinkedIn and Xing, Communicates on Whatsapp, uses YouTube for wellness and tech inspiration, browses Twitter.

Interests: Sport (football, tennis), innovative technology, keeping up with health trends, gourmet cooking



Picture 5

6. 3 segments of communication based on our Market Entry Analysis

3 segments of communication

Based on the research findings, the communication should be divided into 3 major segments that address most important aspects for the potential buyer persona of Clearlight Sauna. We will test those 3 types of communication throughout all marketing channels as well as on the graphics. Particular communication ideas for each channel & graphics can be found [here](#).

<p>Health/ wellness benefits:</p> <p>Copy focusing on all health benefits that infrared cabins can bring to you:</p> <ul style="list-style-type: none">● Detoxication● Stress relief● Sleep improvement● Boosted Immune System● Reduced Muscle Pain	<p>Emphasizing Quality:</p> <p>Copy focusing on those aspects & USPs that make Clearlight sauna unique & competitive on the market. Here we would like also to refer to the premium aspect of saunas:</p> <ul style="list-style-type: none">● Highest quality, eco-certified, Canadian wood● Patented True Wave™ infrared emitters● Lifelong warranty● Luxury in your own home	<p>Addressing uncertainty:</p> <p>Copy that would address any doubts the potential customer may have in their mind while searching for his/her own sauna. Here we would like to address such aspects as:</p> <ul style="list-style-type: none">● Product price range● 30-days money back guarantee● Over 25 years of experience● Low E-Smog (EMF & ELF)● Low cost per one use
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Picture 6

7. What communication might be appealing to Germans?

What communication might appeal to customers?


Based on cultural factors, the following recommendations are suggested for the communication strategy:

1. **Direct and Clear Messaging:** Considering Germany's low-context culture, the communication should be explicit, straightforward, and detail-oriented. When discussing the product, the focus should be on highlighting its features, technical aspects, and unique selling points such as the lifetime warranty and the use of non-toxic and eco-certified materials. Transparent pricing can also help alleviate uncertainty for customers, reinforcing the brand's image as premium and sustainable.
2. **Individualistic Appeal:** The messaging should emphasize how Clearlight® can benefit individuals, emphasizing self-care, health improvement, personal satisfaction, and the added value the infrared cabin brings to their homes, making them more perfect.
3. **Addressing Uncertainty:** Given the high uncertainty avoidance, it is recommended to provide clear, detailed, and comprehensive information about the product and pricing. This includes addressing any concerns or uncertainties customers may have regarding EMF / ELF emission or cost of operation. Customer reviews, expert opinions, and the option to test the product or visit a showroom can help alleviate concerns and provide reassurance.
4. **Emphasize Quality:** The communication should position the products as high-quality and sustainable. Both advertisements and the website should give proper exposure to certificates, attestation badges, and general recognition of the brand within the health and wellness industry.
5. **Competitive Edge:** Highlighting the unique selling points of Clearlight® Saunas and what sets them apart from competitors or traditional saunas is likely to appeal to the German audience.
6. **Tone of Voice (TOV):** The recommended tone of voice is professional, straightforward, and trustworthy. Using clear and unambiguous language will ensure that the message is understood exactly as intended.

Picture 7

8. Google Ads: Targeting in the Beauty & Wellness asset group

Campaign: DE - pMAX Clearlight Sauna ALL Assets: 20 images, 4 logos, 2 videos, 10 headlines, 4 long headlines, and 5 descriptions
Asset group: Beauty & Wellness



Signals

Signals provide valuable information about the people you want to reach. They help guide who sees your ads on Google Search, YouTube, and more.

Search themes BETA

What are some words or phrases people use when searching for your products or services? [?](#)

Add search themes (3 of 25)

wellness sauna × healthy sauna × sauna for beauty × Add search themes (up to 25)

Audience signal

Reach the right customers faster across Google with an audience signal. [?](#) [Add saved audience signal](#)

Sauna Health and Beauty [edit](#) [copy](#) [delete](#)

- 🔄 All Converters (Google Ads), All Conversion MTG, and 3 more
- ♥ Health & Fitness Buffs, Luxury Shoppers, and 6 more
- 🏠 Top Kwd Outdoor, Top Kwd Generic, and 1 more

Eligible
[3/3 best practices for leads](#)

Picture 8

9. Google Ads: Details - Targeting in the Beauty & Wellness asset group

The screenshot displays the targeting configuration for an audience named "Sauna Health and Beauty". It is divided into three main sections: "Your data", "Interests & detailed demographics", and "Custom search terms".

Audience name: Sauna Health and Beauty

Your data: People who have previously interacted with your business. This section lists several data sources with their corresponding audience types and a remove icon (⊗):

Data Source	Audience Type	Action
All Converters (Google Ads)	Website visitors	⊗
All Conversion MTS	Website visitors	⊗
Lead & Order DE	Customer list	⊗
Purchasers of Clearlight Saunas DE GA4	Website visitors	⊗
OO_LEAD - 90 DINI _event count -0	Website visitors	⊗

Interests & detailed demographics: People based on their interests, life events, or detailed demographics. This section lists various interest categories with their corresponding audience types and a remove icon (⊗):

Interest Category	Audience Type	Action
Health & Fitness Bufts	Affinity	⊗
Luxury Shoppers	Affinity	⊗
Beauty & Wellness	Affinity	⊗
sauna therman	In-market: other	⊗
Saunas	In-market: other	⊗
infrarotkabinen	In-market: other	⊗
saunas	In-market: other	⊗
saunen	In-market: other	⊗

Custom search terms: People based on their search activity. This section lists search terms with a remove icon (⊗):

Search Term	Action
Top Kind Outdoor	⊗
Top Kind Generic	⊗
CI: Infrarot Sauna	⊗

Picture 9

10. Google Ads: Targeting in the Performance Max Quality asset group

The screenshot displays the targeting configuration for a Performance Max Quality asset group. At the top, the campaign is identified as "DE - pMAX Clearlight Sauna ALL" with an asset group of "Quality". It lists 13 images, 4 logos, 2 videos, 5 headlines, 5 long headlines, and 5 descriptions, accompanied by a row of eight small image thumbnails. Below this is the "Signals" section, which explains that signals provide valuable information about the target audience. The "Search themes" section, marked as BETA, prompts the user to enter words or phrases used when searching for products or services, with a text input field labeled "Add search themes (up to 25)". The "Audience signal" section, also marked as BETA, aims to reach the right customers faster across Google. It includes a button to "Add saved audience signal" and a list of audience signals for "Sauna ALL": "Websitebesucher - 30 Tage, Lead & Order DE, and 4 more", "Health & Fitness Buffs, Luxury Shoppers, and 9 more", and "Top Kwd Outdoor, Top Kwd Generic, and 10 more". To the right of these signals, it indicates "Eligible" and "3/3 best practices for leads".

Campaign: DE - pMAX Clearlight Sauna ALL Assets: 13 images, 4 logos, 2 videos, 5 headlines, 5 long headlines, and 5 descriptions

Asset group: Quality

Signals

Signals provide valuable information about the people you want to reach. They help guide who sees your ads on Google Search, YouTube, and more.

Search themes BETA

What are some words or phrases people use when searching for your products or services? ⓘ

Add search themes (up to 25)

Audience signal

Reach the right customers faster across Google with an audience signal. ⓘ [Add saved audience signal](#)

Sauna ALL ✎ 📄 ✕

- 👤 Websitebesucher - 30 Tage, Lead & Order DE, and 4 more
- 👤 Health & Fitness Buffs, Luxury Shoppers, and 9 more
- 👤 Top Kwd Outdoor, Top Kwd Generic, and 10 more

Eligible
[3/3 best practices for leads](#)

Picture 10

11. Google Ads: Details - Targeting in the Performance Max Quality asset group

The screenshot displays the targeting configuration for an audience named "Sauna Health and Beauty". It is divided into three main sections: "Your data", "Interests & detailed demographics", and "Custom search terms".

Audience name: Sauna Health and Beauty (Required)

Your data: People who have previously interacted with your business. This section includes a list of conversion events and their corresponding audience types:

Conversion Event	Audience Type	Action
All Conversions (Google Ads)	Website visitors	⊗
All Conversion MTE	Website visitors	⊗
Lead & Order DE	Customer list	⊗
Purchasers of Clearlight Saunas DE GA4	Website visitors	⊗
CO_LEAD - SO DNI - event count -0	Website visitors	⊗

A search bar "Add your data" is located below the list.

Interests & detailed demographics: People based on their interests, life events, or detailed demographics. This section lists various interest categories with their corresponding audience types and actions:

Interest Category	Audience Type	Action
Health & Fitness Buffs	Affinity	⊗
Luxury Shoppers	Affinity	⊗
Beauty & Wellness	Affinity	⊗
sauna themen	In-market: other	⊗
Saunas	In-market: other	⊗
infrarotkabinen	In-market: other	⊗
soos	In-market: other	⊗
saunen	In-market: other	⊗

A search bar "Add in-market segments, life events, and more" is located below the list.


Custom search terms: People based on their search activity. This section lists specific search terms with their corresponding audience types and actions:

Search Term	Audience Type	Action
Top kind Outdoor	⊗	⊗
Top kind Generic	⊗	⊗
CI: Infrarot Sauna	⊗	⊗

Picture 11

12. Google Ads: Targeting in the Performance Max Addressing Uncertainty asset group

Campaign: DE - pMAX Clearlight Sauna ALL Assets: 20 images, 4 logos, 2 videos, 4 headlines, 4 long headlines, and 5 descriptions
Asset group: Addressing Uncertainty



Signals

Signals provide valuable information about the people you want to reach. They help guide who sees your ads on Google Search, YouTube, and more.

Search themes BETA

What are some words or phrases people use when searching for your products or services? ⓘ

Add search themes (up to 25)

Audience signal

Reach the right customers faster across Google with an audience signal. ⓘ [Add saved audience signal](#)

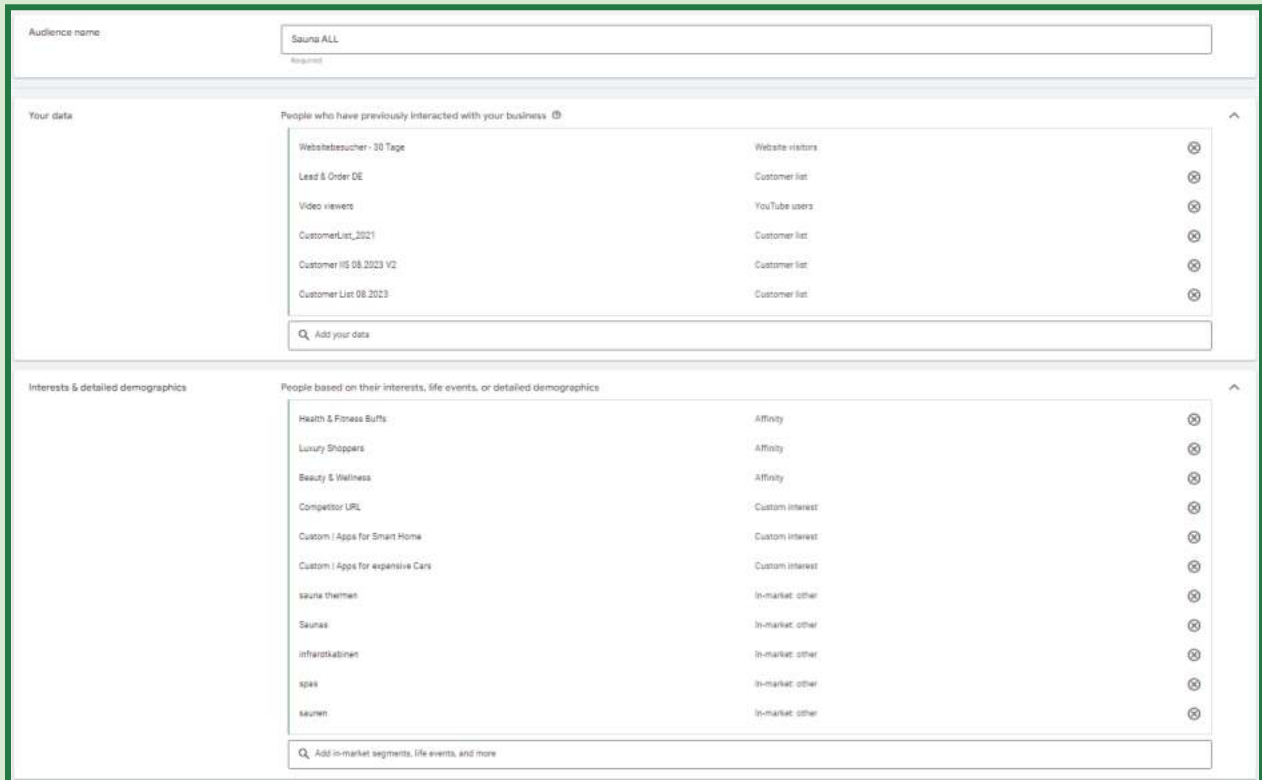
Sauna ALL ✎ 📄 ✕

- 👤 Websitebesucher - 30 Tage, Lead & Order DE, and 4 more
- ♥ Health & Fitness Buffs, Luxury Shoppers, and 9 more
- 🏠 Top Kwd Outdoor, Top Kwd Generic, and 10 more

Eligible
3/3 best practices for leads

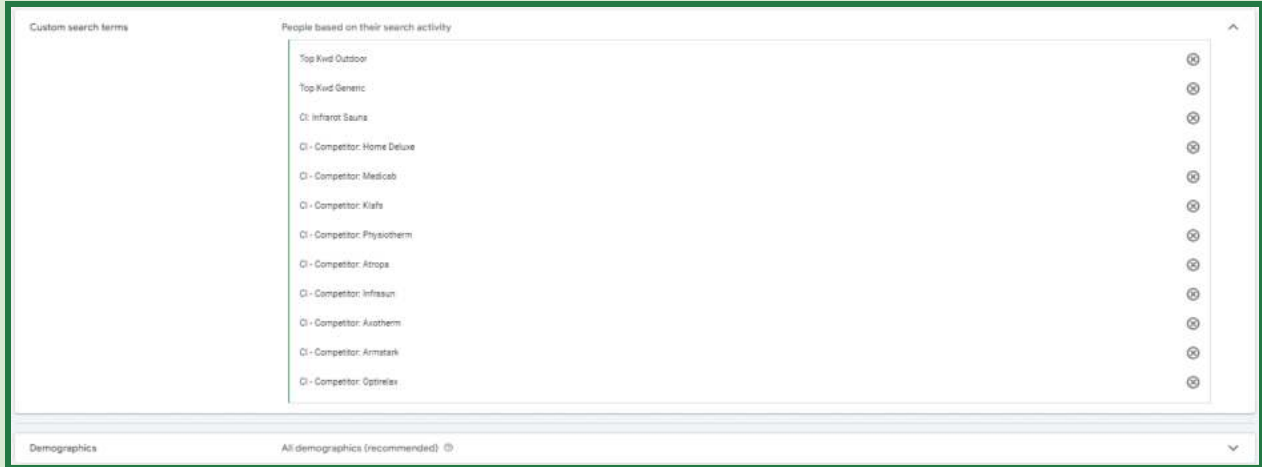
Picture 12

13. Google Ads: Details 1 - Targeting in the Performance Max Addressing Uncertainty asset group



Picture 13

14. Google Ads: Details 2 - Targeting in the Performance Max Addressing Uncertainty asset group



Picture 14

15. Google Ads: Audiences lists used in campaigns 1

In-use		
<input type="checkbox"/>	Lookalike 5% - website visitors 90d	Lookalike segment Open
<input type="checkbox"/>	Websitebesucher - 540 Tage	Website visitors Rule-based Open
<input type="checkbox"/>	AdWords optimized list Combined audience based on available data sources	Custom combination segment Automatically created Open
<input type="checkbox"/>	Website Visitors 540d	Website visitors Open
<input type="checkbox"/>	Website Visitors 90d	Website visitors Open
<input type="checkbox"/>	All visitors (Google Ads) People who visited pages that contain your remarketing tags	Website visitors Rule-based Automatically created Open
<input type="checkbox"/>	Websitebesucher - 30 Tage	Website visitors Rule-based Open
<input type="checkbox"/>	Website Visitors 60d	Website visitors Open
<input type="checkbox"/>	Lead & Order DE	Customer list Customer contact information Open
<input type="checkbox"/>	All Conversion MTG	Website visitors Open
<input type="checkbox"/>	Website Visitors 30d	Website visitors Open
<input type="checkbox"/>	All converters People who converted on your site. Based on your conversion tracking tag.	Website visitors Rule-based Automatically created Open
<input type="checkbox"/>	All converters	Custom combination segment Open
<input type="checkbox"/>	Website Visitors 14d	Website visitors Open

Picture 15

16. Google Ads: Audiences lists used in campaigns 2

<input type="checkbox"/> Website Visitors 14d	Website visitors	Open
<input type="checkbox"/> Website Visitors 7d	Website visitors	Open
<input type="checkbox"/> Facebook campaigns 180days	Website visitors	Open
<input type="checkbox"/> Facebook campaigns 90days	Website visitors	Open
<input type="checkbox"/> OO_LEAD - 90 DNI _ event count >0	Website visitors	Open
<input type="checkbox"/> OO_Lead - 90 dni	Website visitors	Open
<input type="checkbox"/> Facebook campaigns 60days	Website visitors	Open
<input type="checkbox"/> Facebook campaigns 30days	Website visitors	Open
<input type="checkbox"/> Facebook campaigns 14days	Website visitors	Open
<input type="checkbox"/> Facebook campaigns 7days	Website visitors	Open

Picture 16

17. Google Ads: Created custom segments 1

Black Friday Cyber Monday	Custom segment Search terms	Eligible
CI - Competitor: Armstark	Custom segment Search terms	Eligible
CI - Competitor: Atropa	Custom segment Search terms	Eligible
CI - Competitor: Axotherm	Custom segment Search terms	Eligible
CI - Competitor: Butenas	Custom segment Search terms	Eligible
CI - Competitor: Home Deluxe	Custom segment Search terms	Eligible
CI - Competitor: Infrason	Custom segment Search terms	Eligible
CI - Competitor: Klafs	Custom segment Search terms	Eligible
CI - Competitor: Medicab	Custom segment Search terms	Eligible
CI - Competitor: Optirelax	Custom segment Search terms	Eligible
CI - Competitor: Physiotherm	Custom segment Search terms	Eligible
CI: Biohacking	Custom segment Search terms	Eligible
CI: Crossfit	Custom segment Search terms	Eligible
CI: Immunity	Custom segment Search terms	Eligible
CI: Infrarot Sauna	Custom segment Search terms	Eligible
CI: Maraton	Custom segment Search terms	Eligible
CI: Red Light Therapy	Custom segment Search terms	Eligible

Picture 17

18. Google Ads: Created custom segments 2

CI: Triathlon/Ironman	Custom segment Search terms	Eligible
CI: Wim Hof	Custom segment Search terms	Eligible
Competitor Kwd	Custom segment Search terms	Eligible
Competitor URL	Custom segment Interests	Eligible
Custom Apps for expensive Cars	Custom segment Interests	Eligible
Custom Apps for Smart Home	Custom segment Interests	Eligible
In Market	Custom segment Interests	Eligible
Top Brand Kwd	Custom segment Search terms	Eligible
Top Keyword Portable	Custom segment Search terms	Eligible
Top Kwd Generic	Custom segment Search terms	Eligible
Top Kwd Outdoor	Custom segment Search terms	Eligible
Top Kwd Vollspektrum	Custom segment Search terms	Eligible

Picture 18

19. Google Ads: KW "infrarot" theme

Keyword	Status	Max. CPC	Final URL	Search impr. share	Impr.	Clicks	CTR	Conv. rate	Conversions	Cost / conv.
Filtered keywords										
				< 10%	39,469	4,523	11.46%	4.63%	209.49	€50.30
[clearlight infrarotkabine]	ine Ex/Pr Eligible	—	—	78.82%	923	307	33.26%	8.47%	26.01	€16.65
[clearlight infrarotkabine preis]	ine Price Eligible	—	—	84.13%	866	330	38.11%	7.71%	23.44	€39.90
'infrarotkabinen'	ine Ex/Br Eligible	—	—	12.28%	2,926	269	9.19%	6.48%	17.44	€28.91
infrarot wärmekabine	ine Ex/Br Eligible	—	—	< 10%	2,102	238	10.85%	6.36%	14.90	€22.43
[clearlight infrarot]	infrared Eligible	—	—	83.33%	553	148	26.76%	9.45%	13.99	€23.52
[clearlight infrarotkabine preis]	sauna Eligible	—	—	78.57%	258	87	33.72%	9.20%	8.00	€38.09
[infrarotsauna]	ine Ex/Br Eligible	—	—	< 10%	1,895	143	7.55%	4.90%	7.00	€41.25
infrarotsauna kaufen	ine Ex/Br Eligible	—	—	< 10%	933	69	7.40%	10.14%	7.00	€19.44
[clearlight infrarotkabinen]	ine Ex/Pr Eligible	—	—	81.37%	216	78	36.11%	6.84%	5.33	€26.95
outdoor infrarotkabine	ine Ex/Br Eligible	—	—	19.56%	1,363	185	13.57%	2.88%	5.33	€71.11
infrarotkabine außenbereich	ine Ex/Br Eligible	—	—	14.90%	1,085	125	11.52%	4.13%	5.17	€39.33
infrarotkabine für zu hause	ine Ex/Br Eligible	—	—	< 10%	1,381	132	8.35%	3.77%	4.98	€44.94
[infrarotkabine clearlight]	ine Ex/Pr Eligible	—	—	86.21%	311	60	19.29%	8.06%	4.83	€17.48
sauna infrarot 1 person	ine 1 Br Eligible	—	—	15.72%	1,140	84	7.37%	5.36%	4.50	€44.95
[clearlight infrarotkabine preis]	ine Ex/Pr Eligible	—	—	77.52%	206	77	37.38%	5.19%	4.00	€61.32

Picture 19

20. Google Ads: KW "rotlicht" theme

Keyword	Status	Max. CPC	Final URL	Search impr. share	Impr.	Clicks	CTR	Conv. rate	Conversions	Cost / conv.
"rotlichttherapie"	erapy Not eligible Campaign paused	—	—	< 10%	2,913	483	16.58%	5.18%	25.00	€7.21
"rotlichttherapie anwendung"	erapy Not eligible Campaign paused	—	—	< 10%	903	168	18.60%	6.55%	11.00	€5.55
"rotlichttherapie wirkung"	erapy Not eligible Campaign paused	—	—	< 10%	223	61	27.35%	1.64%	1.00	€20.94
"rotlicht therapie gesicht"	erapy Not eligible Campaign paused	—	—	< 10%	111	16	14.41%	12.50%	2.00	€3.10
"rotlicht therapie"	erapy Not eligible Campaign paused	—	—	< 10%	107	19	17.76%	10.53%	2.00	€4.25
"rotlichttherapie haut"	erapy Not eligible Campaign paused	—	—	< 10%	105	18	17.14%	5.56%	1.00	€6.49
[rotlichtsauna 2 personen]	ine 2 sa/Br Eligible	—	—	10.17%	59	9	15.25%	0.00%	0.00	€0.00
"rotlicht haarwachstum"	erapy Not eligible Campaign paused	—	—	13.81%	25	3	12.00%	55.03%	1.65	€0.62
"rotlichttherapie depression"	erapy Not eligible Campaign paused	—	—	22.47%	26	1	5.00%	100.00%	1.00	€0.29
"rotlichttherapie für die haut"	erapy Not eligible Campaign paused	—	—	12.50%	2	0	0.00%	0.00%	0.00	€0.00
"rotlicht bei depressionen"	erapy Not eligible Campaign paused	—	—	33.33%	1	1	100.00%	0.00%	0.00	€0.00

Picture 20

21. Meta Ads: Overview of Meta Targetings used (1)

Targetings

Custom Audience: Website Visitors	Custom Audience: Blog Article Viewers	Custom Audience: Leads	Lookalike Audience: Leads
<p><u>Geotargeting:</u></p> <ul style="list-style-type: none"> Germany <p><u>Demographics:</u></p> <ul style="list-style-type: none"> Female + male Age: 30 - 65+ <p><u>Detailed Targeting options:</u></p> <ul style="list-style-type: none"> Website Visitors of the last 180 days 	<p><u>Geotargeting:</u></p> <ul style="list-style-type: none"> Germany <p><u>Demographics:</u></p> <ul style="list-style-type: none"> Female + male Age: 30 - 65+ <p><u>Detailed Targeting options:</u></p> <ul style="list-style-type: none"> People who visited a blog article page in the last 180 days 	<p><u>Geotargeting:</u></p> <ul style="list-style-type: none"> Germany <p><u>Demographics:</u></p> <ul style="list-style-type: none"> Female + male Age: 30 - 65+ <p><u>Detailed Targeting options:</u></p> <ul style="list-style-type: none"> People who are in the customer mailing list 	<p><u>Geotargeting:</u></p> <ul style="list-style-type: none"> Germany <p><u>Demographics:</u></p> <ul style="list-style-type: none"> Female + male Age: 30 - 65+ <p><u>Detailed Targeting options:</u></p> <ul style="list-style-type: none"> 5% Lookalike Audience of the customer mailing list

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Picture 21

21. Meta Ads: Overview of Meta Targetings used (2)

Targetings

Broad Targeting	Interest Targeting: Health & Wellness	Interest Targeting: Sports & Technology
<p><u>Geotargeting:</u></p> <ul style="list-style-type: none"> Germany <p><u>Demographics:</u></p> <ul style="list-style-type: none"> Female + male Age: 30 - 65+ <p><u>Detailed Targeting options:</u></p> <ul style="list-style-type: none"> none 	<p><u>Geotargeting:</u></p> <ul style="list-style-type: none"> Germany <p><u>Demographics:</u></p> <ul style="list-style-type: none"> Female + male Age: 45 - 65+ <p><u>Detailed Targeting options:</u></p> <ul style="list-style-type: none"> Nutrition Health Health & wellness (personal care) Infrared sauna (health & medical) Sauna (personal care) 	<p><u>Geotargeting:</u></p> <ul style="list-style-type: none"> Germany <p><u>Demographics:</u></p> <ul style="list-style-type: none"> Female + male Age: 45 - 65+ <p><u>Detailed Targeting options:</u></p> <ul style="list-style-type: none"> Sports Technology Health Food Gourmet Business Higher education

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Picture 21

22. Meta Ads: Health & Mobility Targeting (1)

The screenshot displays the Meta Ads interface for configuring a custom audience. The breadcrumb trail at the top reads: "OO | DE | BOFU | Leads | Prospecting & Retargeting | Clearlight | OO | ABO | Prospecting | Interest Targeting | Health & Mobility | 9 Ads | Campaign".

Custom audiences (Create new ▾)

Include people who are in at least one of the following

Search existing audiences

Exclude people who are in at least one of the following

Website

- OO | OO Lead | 180 days
- OO | Website Visitors | 180 Days
- OO | Website Visitors | Clearlight Dome | 180 days

Customer List

- OO | Mailinglist | Leads

Lookalike

- Lookalike (DE, 2%) - OO | Mailinglist | Leads
- Lookalike (DE, 2%) - OO | Website Visitors | Clearlight Dome | 180 days

Search existing audiences

Performance may be impacted
(Evolving changes within the ads ecosystem may affect your performance or reporting.)

Ad sets that include the European Region ▾

Audience definition ⓘ

Audience definition is unavailable.

Specific ————— Broad

Estimated audience size: Unavailable ⓘ

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Temporary drops in estimated audience size

People in the European Region have the option to use our products for free with ads or subscribe for no ads. Because some people haven't made their choice yet you may see a reduction in estimated audience size. We expect this will stabilize over time as people make their choice.

Picture 22

23. Meta Ads: Health & Mobility Targeting (2)

The screenshot displays the Meta Ads campaign configuration page. At the top, there is a breadcrumb trail: "OO | DE | BOFU | Leads | Prospecting & Retargeting | Clearlig | > OO | ABO | Prospecting | Interest Targeting | Health & Mobilit | > 9 Ads | Campaign o". Below this, there are "Edit" and "Review" buttons.

*** Locations**

Location:

- Austria
- Switzerland
- Germany: Bodenseekreis (+20 mi), Heilbronn (+10 mi), Lörrach (+10 mi), Ludwigsburg (+10 mi), Stuttgart (+10 mi) Baden-Württemberg; Bad Tölz (+10 mi), Dachau (+10 mi), Ebersberg (+10 mi), Eichstätt (+10 mi), Erding (+10 mi), Freising (+10 mi), Fürstenfeldbruck (+10 mi), Ingolstadt (+10 mi), Landsberg am Lech (+10 mi), Landshut (+10 mi), Miesbach (+10 mi), Landkreis München (+10 mi), Starnberg (+10 mi), Landkreis Fürth (+10 mi), Erlangen-Höchstadt, gemeindefreies Gebiet (+10 mi), Nürnberger Land, gemeindefreies Gebiet (+10 mi) Bayern; Rheingau-Taunus-Kreis (+10 mi), Darmstadt (+10 mi) Hessen; Wolfsburg (+10 mi) Niedersachsen; Rheinisch-Bergischer Kreis (+10 mi), Bonn (+10 mi), Düsseldorf (+10 mi), Mettmann (+10 mi), Remscheid (+10 mi), Solingen (+10 mi) Nordrhein-Westfalen; Bad Dürkheim (+10 mi), Mainz (+10 mi), Trier (+10 mi) Rheinland-Pfalz; Ahrensburg (+10 mi), Pinneberg (+10 mi) Schleswig-Holstein; Landkreis Potsdam Mittelmark (+10 mi) ; Dresden (+10 mi), Leipzig (+10 mi) Sachsen; Magdeburg (+10 mi) Saxony-Anhalt; Erfurt (+10 mi) Thüringen; Berlin; Neustadt Rems-Murr-Kreis Baden-Württemberg, Pfaffenhofen Bayern, Harburg Hamburg
- Liechtenstein
- Luxembourg

Age
25 - 65+

Gender
All genders

Performance may be impacted
(Evolving changes within the ads ecosystem may affect your performance or reporting.)

Ad sets that include the European Region

Audience definition

Audience definition is unavailable.

Specific Broad

Estimated audience size: Unavailable
Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Temporary drops in estimated audience size
People in the European Region have the option to use our products for free with ads or subscribe for no ads. Because some people haven't made their choice yet you may see a reduction in estimated audience size. We expect this will stabilize.

Picture 23