# Value-Based Digital Advertising **Drives Growth and Community**



## The Canadian Veterinary Medical Association is the national voice for Canadian veterinary professionals.

#### **Problem**

The CVMA aimed to enhance member retention and expedite membership renewals through a digital campaign that clarified the association's value proposition and streamlined the renewal process, with the added benefits of increasing brand visibility and attracting new members. The key challenges were to engage effectively across diverse regional and digital landscapes and efficiently guide renewing and prospective members to the CVMA's online "Join or Renew" portal.

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### Approach

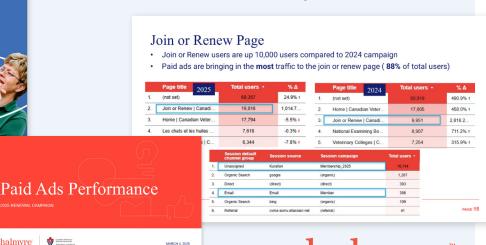
Halmyre designed and executed a targeted paid advertising campaign across Facebook, Instagram, and LinkedIn. The multi-platform strategy featured A/B-tested ad designs, and compelling messaging centered on core veterinary values and member benefits. The ad spend was meticulously managed and geographically allocated by region, ensuring optimal reach and directing qualified veterinary professionals to CVMA's primary membership resources.



#### Outcome

This campaign showcased smart, disciplined marketing that delivered exceptional results:

- 88% of high-intent visitors to the "Join or Renew" page were driven by paid advertisements.
- 90% year-over-year increase in user traffic to the CVMA's "Join or Renew" webpage, from 9,951 users in 2024 to 19,016 in 2025.
- Nearly 40,000 clicks to CVMA's online resources, targeting highly relevant site visitors.
- 4.5 million impressions, exceeding initial targets.
- Identified the most effective visual assets and messaging, ensuring content resonated with members, fostered community, and optimized future budget allocation.



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