

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.

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.

Join or Renew Page

- Join or Renew users are up 10,000 users compared to 2024 campaign
- Paid ads are bringing in the **most** traffic to the join or renew page (**88%** of total users)

Page title	2025	Total users	% Δ	Page title	2024	Total users	% Δ
1. (not set)	69,357	24.9% ↑	1. (not set)	50,919	490.9% ↑		
2. Join or Renew Canadian Veterinary College	19,016	1,014.7% ↑	2. Home Canadian Veterinary College	17,605	458.0% ↑		
3. Home Canadian Veterinary College	17,794	-5.5% ↓	3. Join or Renew Canadian Veterinary College	9,951	2,818.2% ↑		
4. Les chats et les huiles de chiens	7,616	-0.3% ↓	4. National Examining Board	8,907	711.2% ↑		
5. [C...]	6,344	-7.8% ↓	5. Veterinary Colleges Canadian Veterinary College	7,254	315.9% ↑		

Session default channel group	Session source	Session campaign	Total users
1. Unassigned	Kuraton	Membership_2025	16,744
2. Organic Search	google	(organic)	1,287
3. Direct	(direct)	(direct)	393
4. Email	Email	Member	396
5. Organic Search	bing	(organic)	109
6. Referral	cvma-acmv.allstarian.net	(referral)	41

Paid Ads Performance

2025 RENEWAL CAMPAIGN

halmyre



MARCH 4, 2025

halmyre
spark growth