

PR  PEREXPRESSION

HOW AN E-LEARNING COMPANY

**Drove \$7 Million in New
Revenue**

\$7 MILLION

Increase in revenue

5.40 ROAS

Across all channels

306%

Increase in course
purchases

400%

Increase in monthly
webinar attendance

About the Client:

Our client is an e-learning company that provides comprehensive business education for tech companies. Their product management and data certifications revitalize digital advertising programs and increase sales.

The Challenge:

- **Ineffective ad campaigns**
 - Despite spending \$10k/month on Google Ads, marketing noticed that ads were not producing positive results, and revenue. ROAS, brand recognition, and purchases were below expectations.
- **Lack of tracking and visibility**
 - With no tracking or attribution for purchases, marketing could not track the efficiency of their efforts and could not optimize their campaigns.
- **Inaccurate targeting and misplaced spending**
 - Clients lacked a partner that could help them align the targeting of ads with places where their services were sold, leading to a lower ROAS than expected.

The Solution:

- **Rigorous Tracking and Reporting**

- The ProperExpression team implemented channel, campaign, and keyword-level attribution to help the client identify marketplace patterns, optimize ads, and consistently increase ROAS.

- **Revitalization and Restructuring of Ad Campaigns**

- ProperExpression implemented a multi-channel ad campaign with optimized ads on LinkedIn, Google, Facebook, and Instagram, as well as conversion-ready landing pages.

- **Strategic Audience Segmentation and Localized Targeting**

- Along with targeting audiences on a geographical basis to ensure localized advertising, ProperExpression constantly experimented with campaigns at every stage of the funnel to raise brand awareness and increase conversions and sales.

The Results:

\$7 million

Increase in revenue

5.40

ROAS across all channels

306%

Increase in course purchases

400%

Increase in monthly webinar attendance

- Through a multi-channel advertising approach supported by a strong analytics foundation, ProperExpression set the client up for continuous success in closing new business and enhancing overall brand awareness and visibility.

Quarterly Revenue vs. Spend - All Time

\$9.49M

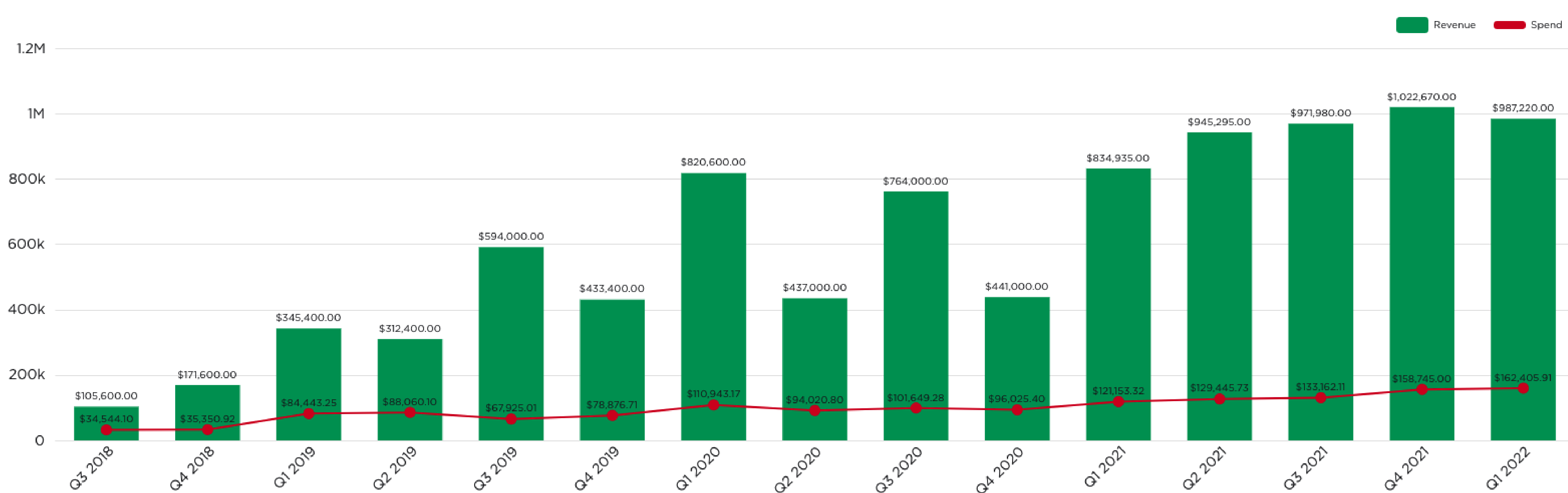
Revenue, All Time

\$1.55M

Spend, All Time

\$6.14

ROAS, All Time



Start Growing Revenue Today

Get a Free Consultation

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