

# Strategy: Shift to High-Efficiency Growth

By exiting inefficient European Display channels and pivoting to the Search & YouTube channels in the Egyptian and Saudi Arabian markets, we project a 4x increase in results for the same budget.

**90% Cut**

**In Acquisition Costs**

(Dropped from ~\$30 to ~\$3)

**Significant**

**Brand Impact**

(Moved from “False” to “True” Significance)

**19x**

**Higher Engagement**

(Life Hack Creative vs Free Trial)

# Acquisition: Buying Users at a 90% Discount

## PROBLEM:

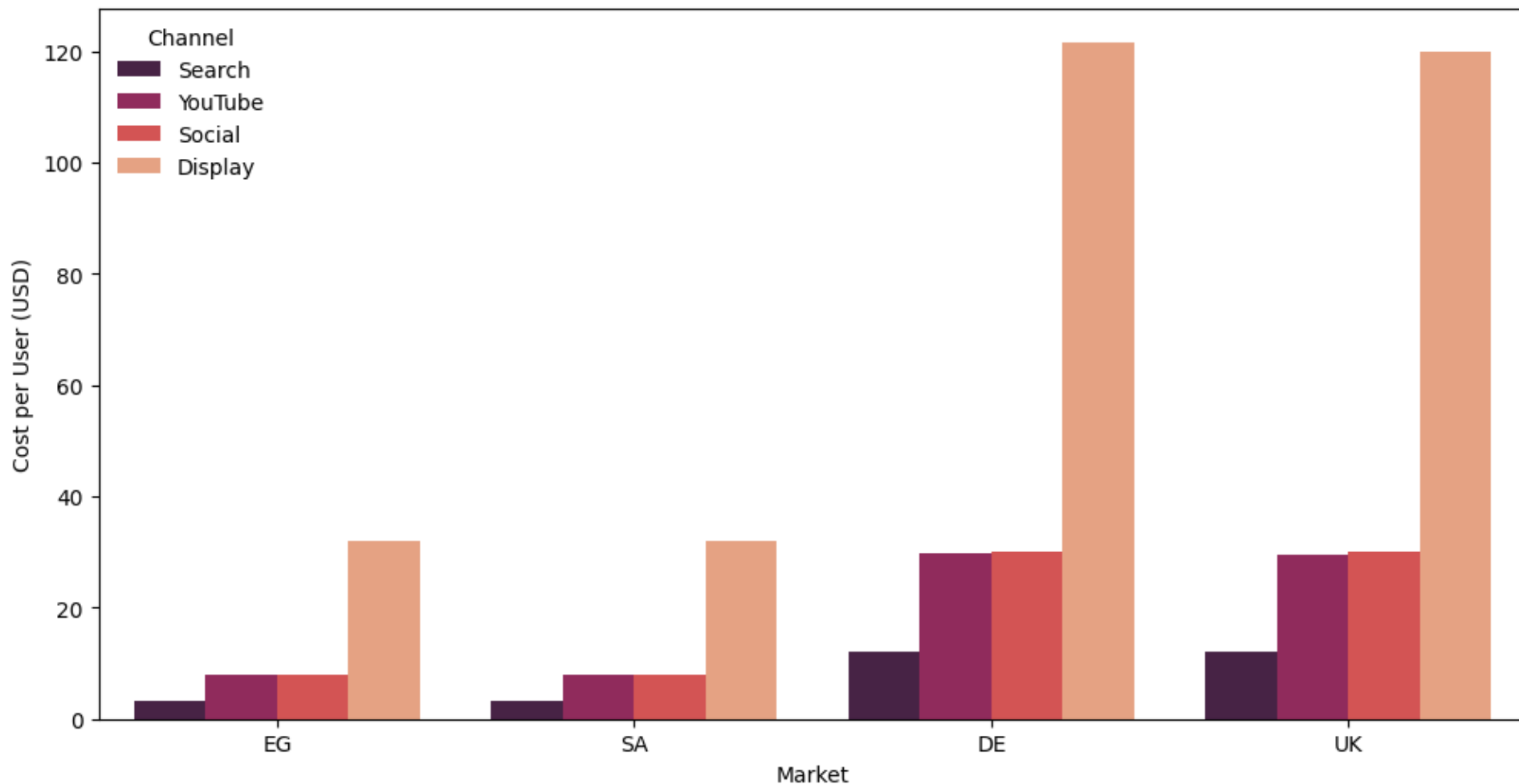
UK & Germany markets are saturated. Cost Per Acquisition (CPA) is currently >\$30.

## SOLUTION:

Egypt & Saudi Arabia deliver the exact same sign-ups for ~\$3.20.

## IMPACT:

Every \$1M moved from UK to EG & SA yields 10x more users.



# Impact: Stopping the “Waste”

## PROBLEM:

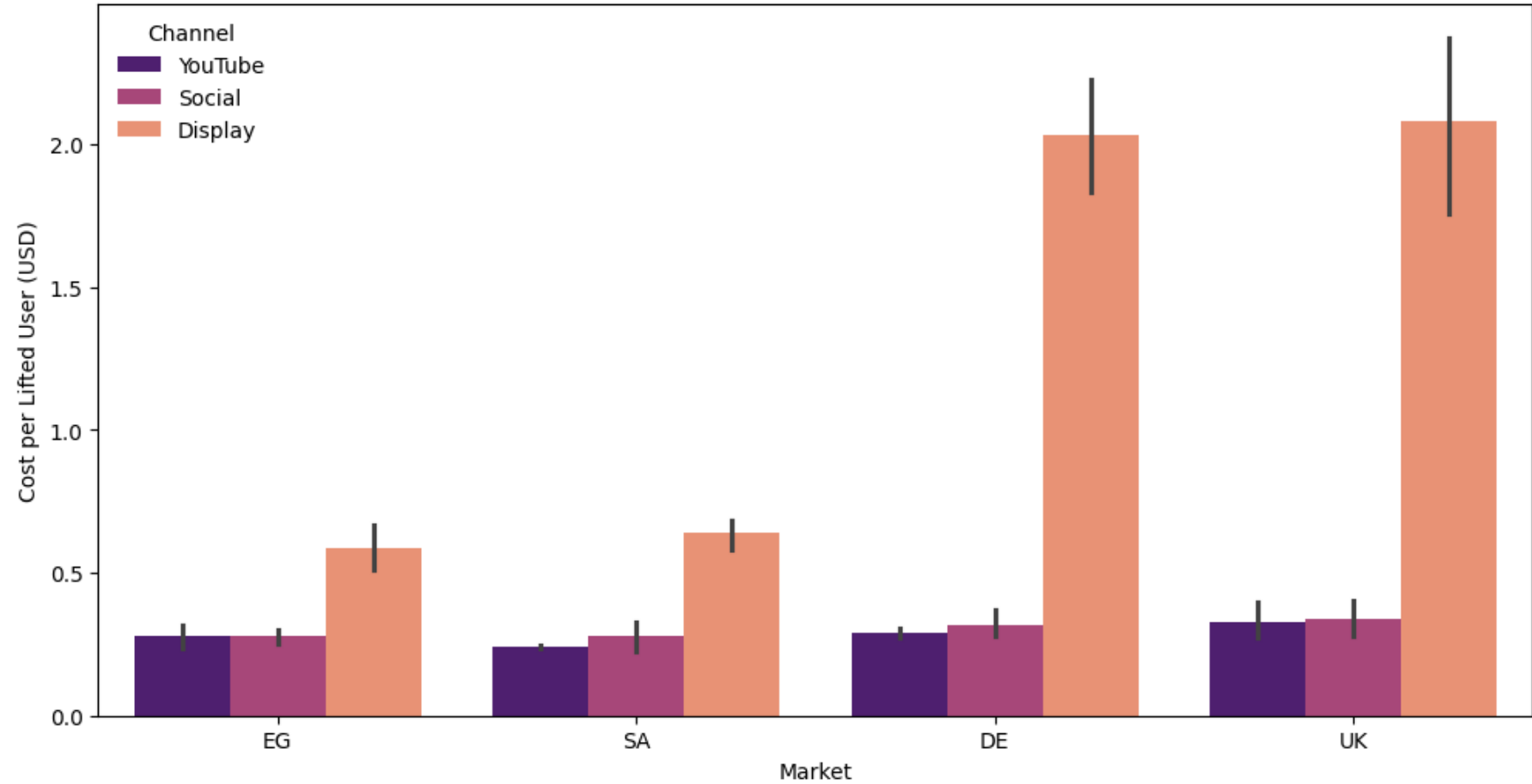
“Display” ads in UK/DE cost >\$2.50 per lifted user. Statistical significance is FALSE (Random Noise).

## SOLUTION:

YouTube in EG & SA costs just \$0.21 per lifted user with TRUE statistical significance.

## IMPACT:

We stop paying for “fake” results and start paying for proven influence.



# Content: Utility Beats Sales

**PROBLEM:**

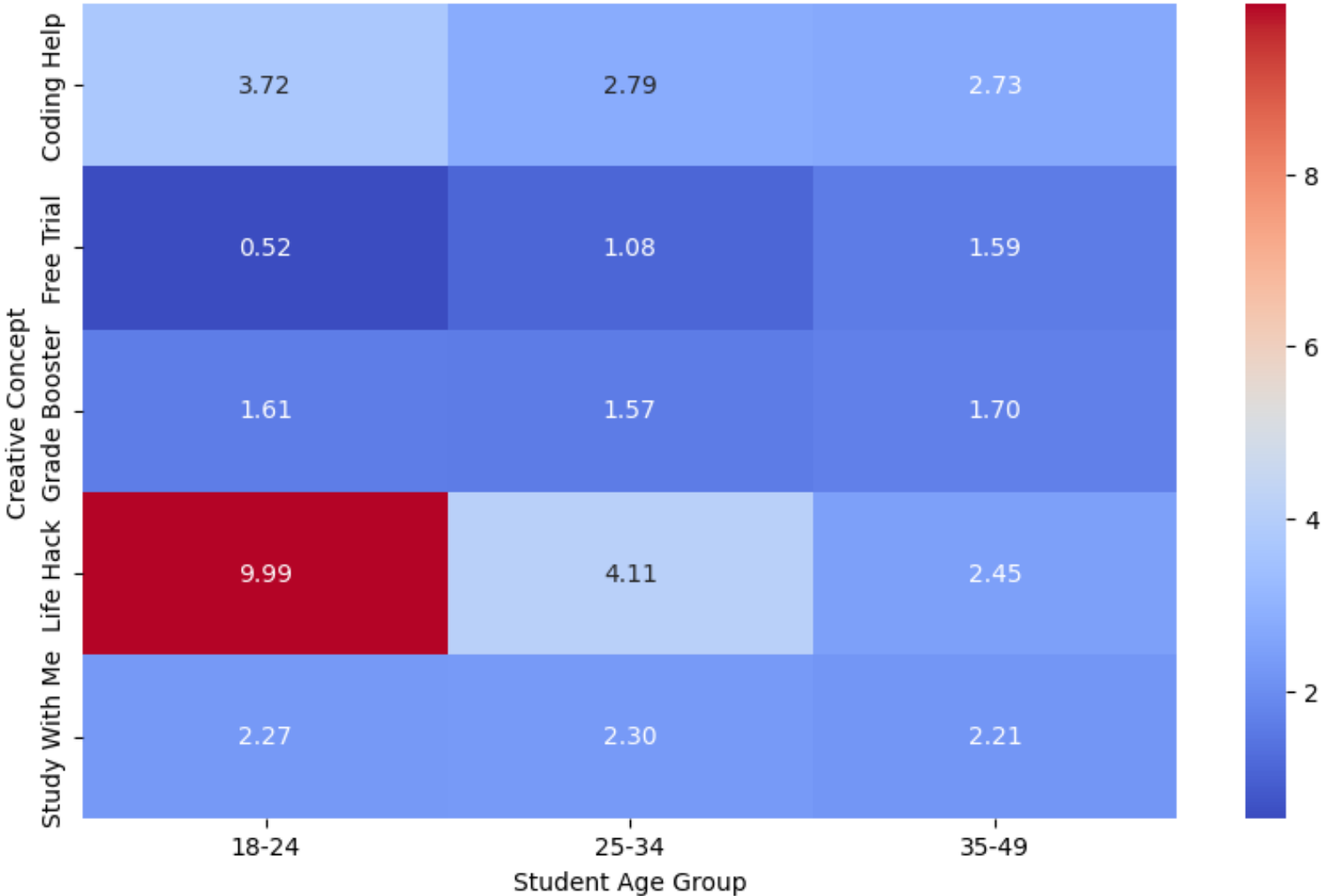
The “Free Trial” creative scored 0.52.  
Students ignore traditional sales pitches.

**SOLUTION:**

The “Life Hack” creative scored 9.98 with  
our target demographic (18-24)

**IMPACT:**

By simply changing the video file, we  
increase engagement by 1,800%



# The Plan: \$10M Allocation

## **ACTION:**

\$7M to Growth Markets (EG & SA).  
Aggressive scale-up in Search & YouTube.

## **ACTION:**

\$3M to UK & Germany. Restricted to high-intent Search only (protecting market share).

## **ACTION:**

\$0 to Display. Immediate deprecation of all low-performing channels.

## **OUTCOME:**

Projecting ~1.2M Sign-ups (a 4x increase vs historical average of 300k)

