

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:

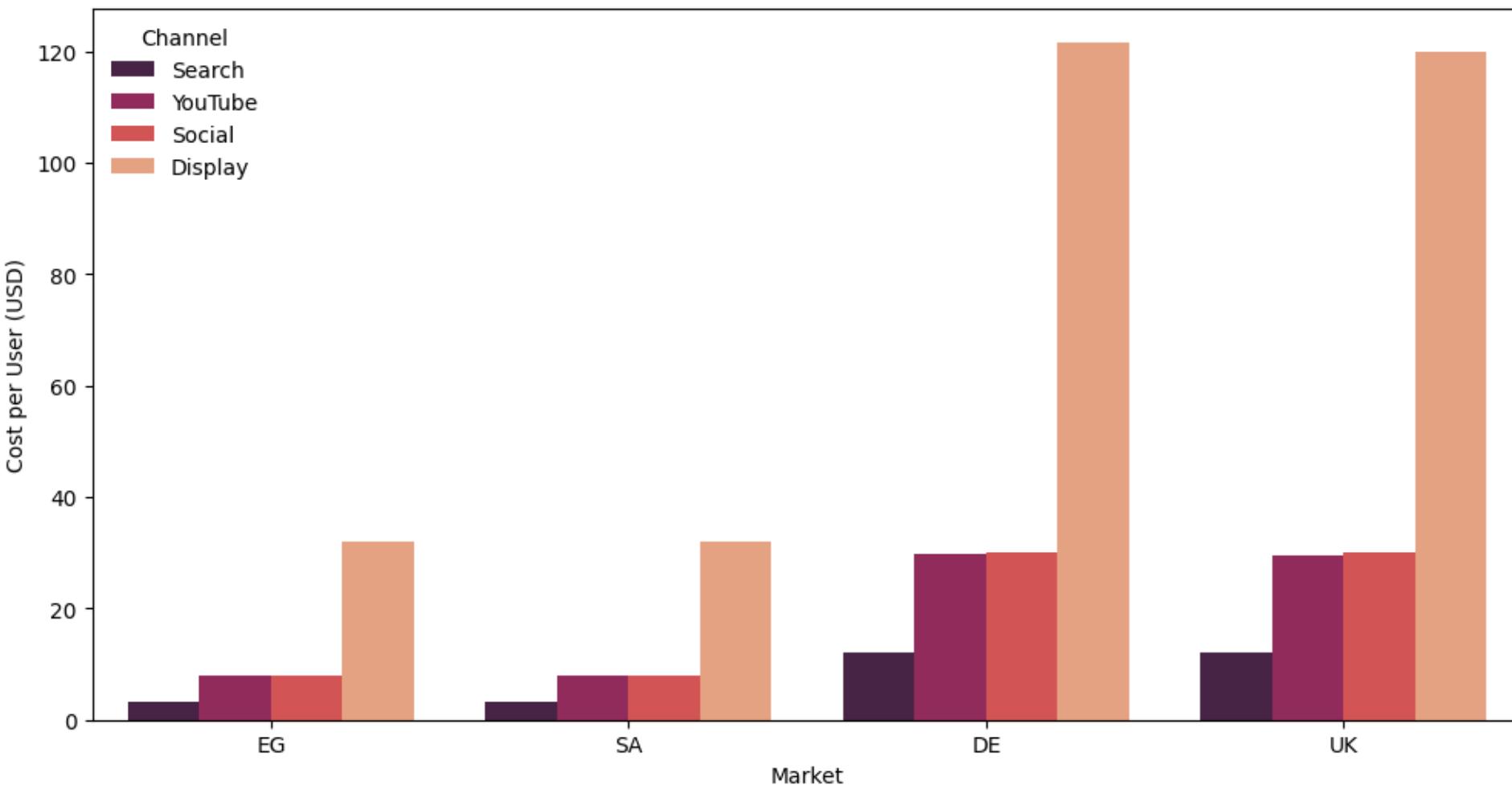
UK & Germany markets are saturated. Cost Per Acquisition (CPA) is currently >\$30.

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:

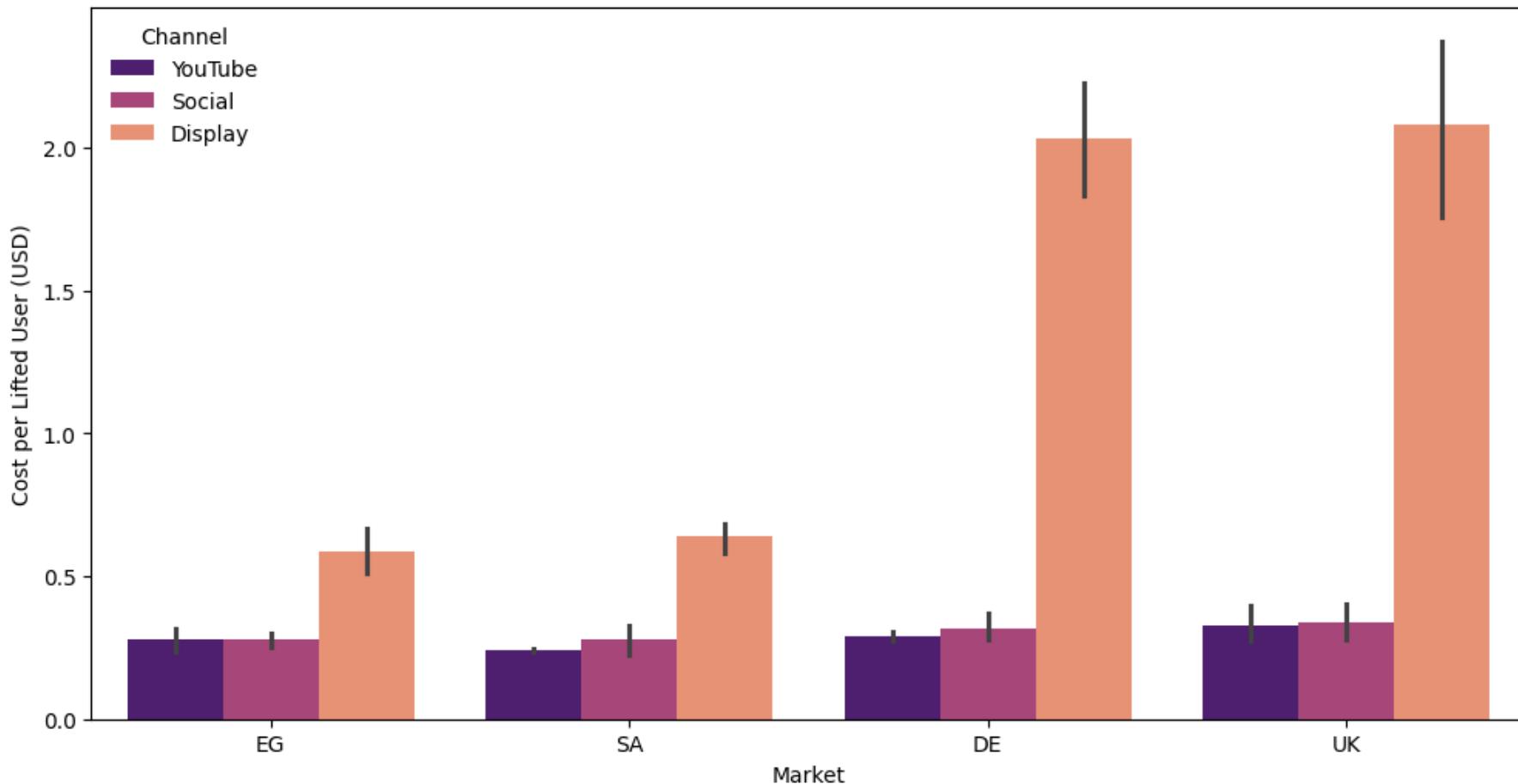
“Display” ads in UK/DE cost >\$2.50 per lifted user. Statistical significance is FALSE (Random Noise).

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:

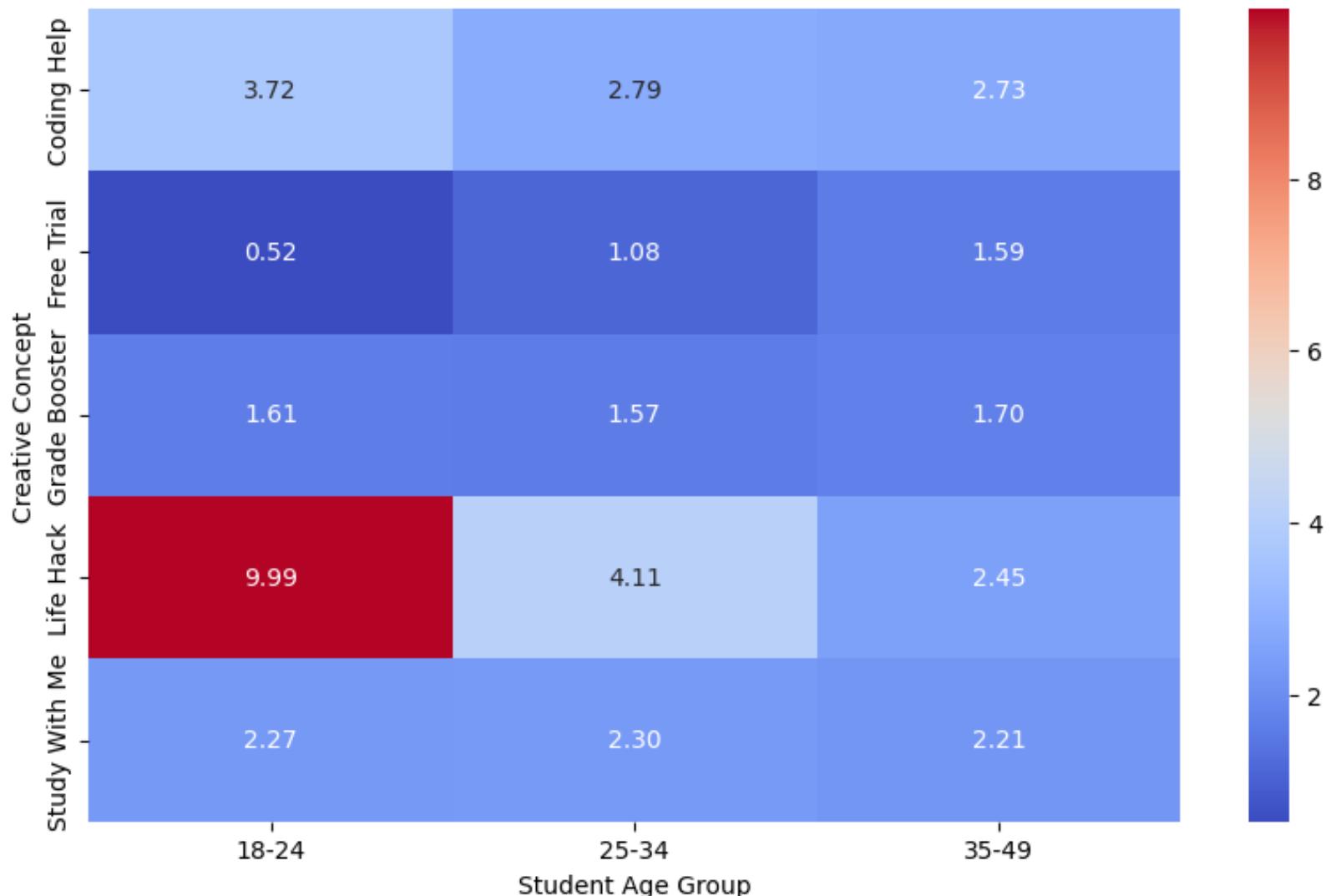
The “Free Trial” creative scored 0.52.
Students ignore traditional sales pitches.

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 depreciation of all low-performing channels.

OUTCOME:

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

