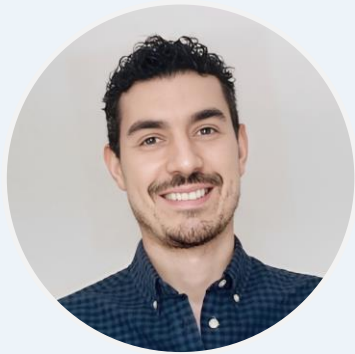# eduki

# From Insights to Impact: My Plan for the First 90 Days

**Rafael Fagundes**

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# About me

"My passion is **turning data into insights that drive growth**. When this growth contributes to a greater cause, like empowering education, it feels even more meaningful."

**10+ years turning data into growth** across paid media, CRM and marketing analytics.

**Proven impact at Dell, Nestlé, Samsung, HP**, working with global and multicultural teams.

**Skilled in SQL, Python, and BI tools** (Power BI, Tableau, Looker) to build scalable insights.

**Expertise in funnel optimization and data-driven strategies** that improve ROI and customer experience.

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# Turning eduki's Challenges Into Measurable Results

| | DATA INTEGRATION | DATA QUALITY & ATTRIBUTION | ACTIONABLE INSIGHTS | TEST-AND-LEARN AGENDA |
|---|---|---|---|---|
| **CHALLENGES** | • Data scattered across Paid, CRM, SEO, and Social | • Hard to know which channel really drives results | • Too much data, not enough clear recommendations | • Experiments are not structured or scalable |
| **PROPOSED SOLUTION** | • Create one unified dashboard with key KPIs (CPA, ROAS, CAC)<br>• Give all teams a single source of truth | • Ensure clean, consistent tracking across campaigns<br>• Use smarter attribution to see the true value of each channel | • Deliver simple performance insights to leadership<br>• Show where to shift budget for the best ROI | • Build a roadmap of A/B tests<br>• Share learnings in a library to scale what works |
| **EXPECTED RESULTS** | • One clear view of performance (GA4 + Paid + CRM)<br>• Faster, more aligned decisions with consistent KPIs | • Reliable tracking you can trust<br>• Smarter budget allocation by knowing true channel impact | • Monthly insights deck focused on ROI<br>• Clear link between spend and growth, better budget use | • Scalable experimentation culture<br>• Repeatable best practices from tests<br>• Higher confidence in scaling what works |

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# My 90-Day Roadmap to Accelerate eduki's Growth

| 30 DAYS<br>UNDERSTAND & ALIGN | 60 DAYS<br>BUILD & OPTIMIZE | 90 DAYS<br>SCALE & LEAD |
|---|---|---|
| **Priorities** | | |
| • Learn eduki's data and current reporting<br><br>• Align KPIs with business goals<br><br>• Deliver a quick-win dashboard for leadership visibility | • Launch unified cross-channel dashboard<br><br>• Standardize KPIs across teams<br><br>• Start first A/B experiments and monitor platform changes | • Validate channel impact with attribution testing<br><br>• Translate insights into ROI-based budget recommendations<br><br>• Build experimentation library and share strategic insights with leadership |
| **Quick Wins** | | |
| • Identify immediate spend inefficiencies (e.g., channels with high CPA) to free budget quickly<br><br>• Establish a performance baseline across the funnel to track ROI improvements from day one | • Automate weekly performance updates so leadership gets timely visibility without manual work<br><br>• Pilot a quick creative test (Meta or TikTok) to demonstrate uplift in engagement and revenue | • Reallocate budget to the highest-ROI channels for immediate impact<br><br>• Publish a concise "Insights Pack" with 3–5 actionable recommendations to accelerate growth and teacher acquisition |

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# Proof of Impact: Results I Delivered at Dell & Nestlé

**DATA INTEGRATION**

- Nestlé (2024): Rolled out global dashboards in six months, cut reporting time by 40% and gave 20+ managers faster insights and decisions.

- Dell (2023): Built cross-channel dashboards to track spend and revenue, enabled smarter budget shifts and improved ROI visibility.

**DATA QUALITY & ATTRIBUTION**

- Dell (2023): Implemented ActionIQ CDP, reduced third-party audiences reliance by 70%, strengthening targeting and protecting revenue.

- Dell (2023): Proved first-party audiences converted 3x better, lowering acquisition costs and boosting ROI.

- Dell (2021): Deployed 6sense in LATAM, raised LinkedIn targeting accuracy from 40% to 99%, improved lead quality and grew pipeline by 30%.

**ACTIONABLE INSIGHTS**

- Nestlé (2024): Delivered KPI governance and training across markets, standardized measurement and improved data literacy for consistent decisions.

- Dell (2021–2023): Presented ROI insights to executives, secured leadership alignment and accelerated adoption of first-party data.

**TEST-AND-LEARN AGENDA**

- Nestlé (2024): Ran A/B tests, boosted engagement by 25% and improved conversion by 12%, driving personalization.

- Dell (2020–2023): Launched structured global test-and-learn roadmap, accelerated cookieless adoption and stabilized performance during Google/Meta changes.

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# Backup

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# How We'll Measure eduki's Success

| TYPE | METRIC | DEFINITION | FORMULA | BUSINESS IMPACT |
|---|---|---|---|---|
| **PRIMARY** | **CUSTOMER ACQUISITION COST (CAC)** | Average cost to acquire one new teacher | CAC = Total Marketing & Sales Spend ÷ New Teachers Acquired | Core efficiency metric: shows how much it costs to grow eduki's teacher base |
| | **GROSS MARGIN** | % of revenue left after cost of goods (platform costs, commissions) | Gross Margin % = (Revenue – Cost of Goods) ÷ Revenue | Shows profitability of eduki's business model, not just growth |
| | **NET REVENUE** | Total revenue after refunds/discounts | Net Revenue = Gross Revenue – Refunds – Discounts | Anchor metric for growth: tracks eduki's true top-line performance |
| | **RETURN ON AD SPEND (ROAS)** | Revenue delivered for every €1 spent on ads | ROAS = Revenue from Ads ÷ Ad Spend | Core profitability metric – ensures marketing spend drives positive returns |
| | **TEACHER ACQUISITION & RETENTION** | How many new teachers join and how many stay active | Retention % = (Active Teachers ÷ Teachers at Start) × 100 | Growth depends on bringing in new teachers and keeping them engaged long-term |
| **SECONDARY** | **APP ENGAGEMENT** | Usage of the eduki app by teachers | DAU/MAU = Daily Active ÷ Monthly Active Users | Proves eduki is part of teachers' daily routine, boosting stickiness and retention |
| | **COST PER ACQUISITION (CPA)** | Average cost to bring in a new teacher | CPA = Marketing Spend ÷ New Teachers | Lower CPA means more efficient growth and more budget available to scale |
| | **FUNNEL CONVERSION RATE** | % of teachers moving from visit → register → active contributor | Conversion % = Next Stage ÷ Previous Stage | Reveals bottlenecks, helping accelerate teacher activation and revenue |
| | **REVENUE GROWTH BY CHANNEL** | Growth in revenue across paid, organic, CRM, and referrals | Growth % = (Revenue Now – Revenue Before) ÷ Revenue Before | Shows which channels drive profitable growth and where to invest more |
| | **TEACHER ENGAGEMENT** | How often teachers actively use eduki (uploads, downloads, logins) | Engagement % = Active Teachers ÷ Total Teachers | High engagement builds loyalty, increases lifetime value, and drives repeat usage |

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# Test-and-Learn Ideas to Unlock eduki's Growth

| AREA | TEST EXAMPLE | EXPECTED BUSINESS IMPACT |
|---|---|---|
| **ACQUISITION (PAID SEARCH & SOCIAL)** | CRM-fed PMAX campaigns | Lower acquisition cost, bring back inactive teachers |
| | Brand vs. non-brand keywords | Measure which drives more new teacher sign-ups |
| | Lookalike & retargeting audiences | Acquire higher-quality teachers, reduce wasted spend |
| | Geo-targeting by country | Identify best-performing regions |
| | Personalized ad copy by teacher type | Higher relevance → more sign-ups |
| **ENGAGEMENT (SOCIAL & CRM)** | Creative formats: video vs. carousel | Find formats that build trust & engagement |
| | Onboarding flow: short vs. long | Faster teacher activation |
| | Incentives: free packs vs. popular resources | See what keeps teachers coming back |
| | Gamification: badges for frequent users | Encourage ongoing engagement |
| | Email timing: morning vs. evening | Optimize open and click rates |
| | Curated "weekly picks" vs. generic newsletter | Drive deeper usage of resources |
| **RETENTION (CRM & APP)** | Trigger emails for inactive teachers | Keep teachers active more consistently |
| | Push: daily tips vs. weekly digest | Strengthen loyalty and retention |
| | Combined email + push at peaks | Boost retention during key academic cycles |
| | Win-back offers: premium after inactivity vs. reminder only | Recover more lapsed teachers |
| | App notifications: motivational vs. transactional | Increase app usage and stickiness |
| | Seasonal bundles: exam prep vs. semester start packs | Drive reactivation tied to school calendar |
| **EFFICIENCY (CROSS-CHANNEL)** | Deep links from email/social to top resources | Reduce friction, speed up adoption |
| | Attribution model: last-click vs. data-driven | Smarter budget allocation |
| | Orchestration: aligned vs. siloed campaigns | Faster teacher activation, higher ROI |
| | Automation: manual vs. AI-driven segmentation | Scale campaigns with less effort |
| **OMNICHANNEL JOURNEY SYNC** | Unified journeys across email, app, and paid media | Stronger teacher experience → higher activation & retention |
| | Cross-channel storytelling (ad → email → in-app prompt) | Boost loyalty and lifetime value |

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# eduki's Place in the Global Market

| RANK | COMPANY | DESCRIPTION | ESTIMATED ANNUAL REVENUE (USD) | NATIONALITY | LINK | NOTES |
|---|---|---|---|---|---|---|
| 1 | TWINKL | Platform for printable and digital teaching resources. | ~$83M (2023) | United Kingdom | twinkl.com | Fast-growing across Europe, strong overlap with eduki. |
| 2 | TEACHERS PAY TEACHERS (TPT) | Marketplace for teacher-created lesson plans, worksheets, and digital resources. | ~$60M+ (reported GMV) | United States | teacherspayteachers.com | Largest global marketplace; millions of educators. |
| 3 | EDUKI | Marketplace where teachers buy and sell high-quality teaching materials. | ~$22.1M (Growjo est.) | Germany (HQ Berlin) | eduki.com | 2M+ teachers, 100K daily downloads; strong European footprint. |
| 4 | SNAPPLIFY | Digital content platform for schools and institutions. | Not disclosed | South Africa | snapplify.com | Institutional focus, not peer-to-peer. |

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