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GOOGLE ADS VIABILITY TEST

A Tu Lado - LATAM Markets

Test Period: September 22 - October 30, 2024 • 5-Week Pilot Program



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EXECUTIVE SUMMARY

KEY ACHIEVEMENTS

INVESTMENT

\$1,016

Total ad spend across 5 weeks

KEY ACHIEVEMENTS

- ✓ 79% cost reduction
- ✓ 10x volume growth
- ✓ \$0.69 avg CPA

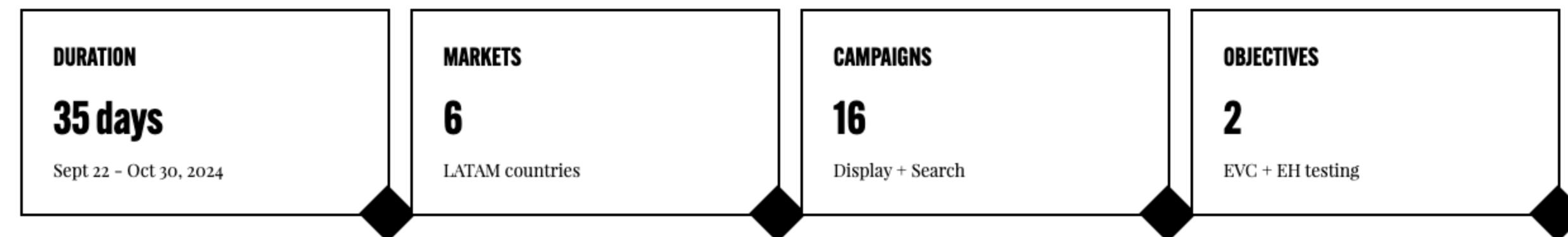
WINNING FORMULA

Display EVC + Quiz CTA = Optimal Performance



TEST STRUCTURE

5-WEEK PILOT FRAMEWORK



WEEKLY EVOLUTION

COST PER CONVERSION TRAJECTORY

WEEK 1 (Sep 22-28)

Learning phase • 74 conversions • \$2.03 CPA



WEEK 2 (Sep 29 - Oct 5)

Optimization begins • 180 conversions • \$1.23 CPA



WEEK 3 (Oct 6-12)

Acceleration • 323 conversions • \$0.65 CPA



WEEK 4 (Oct 13-19)

Pause underperformers • 750 conversions • \$0.42 CPA (BEST)



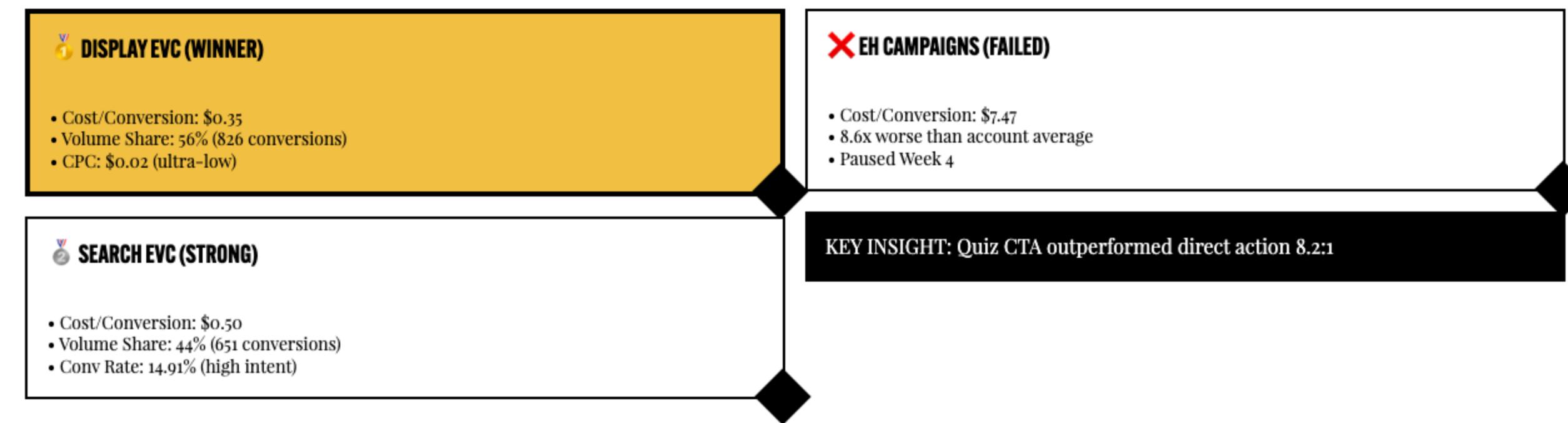
WEEK 5 (Oct 20-30)

Consolidation • 150 conversions • \$0.56 CPA



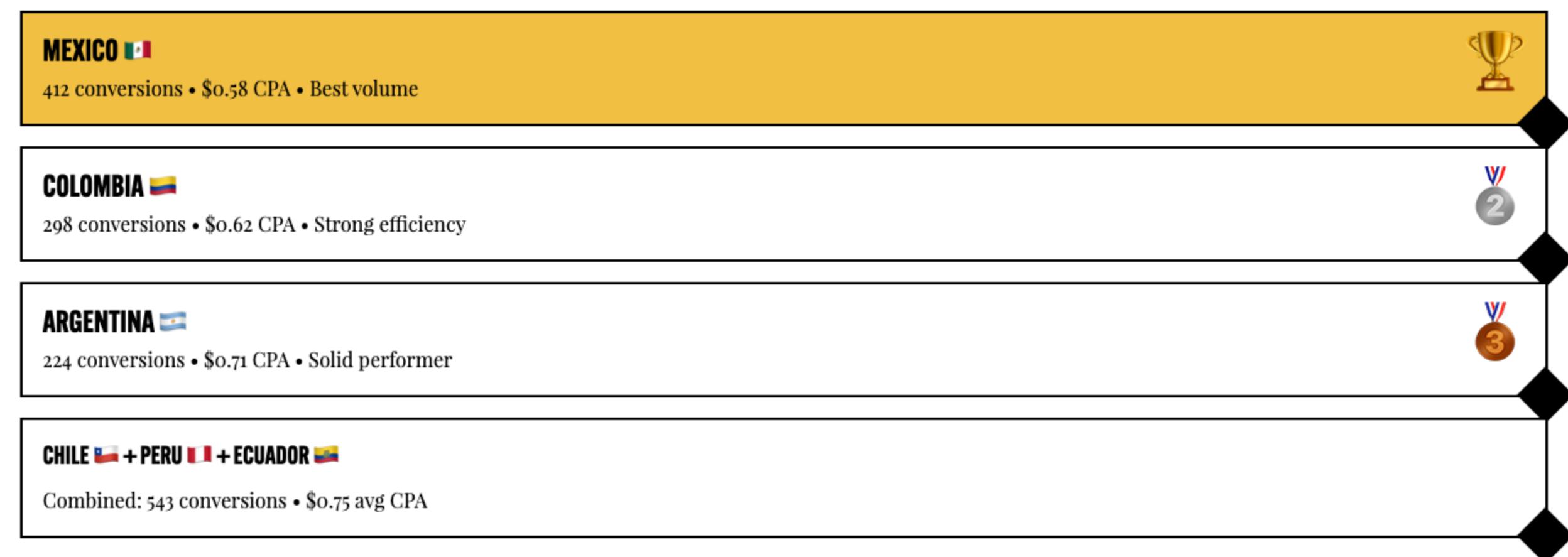
THE WINNING FORMULA

PERFORMANCE HIERARCHY



GEOGRAPHIC PERFORMANCE

6 LATAM MARKETS TESTED



DISPLAY VS SEARCH

FORMAT COMPARISON

DISPLAY CAMPAIGNS

Avg CPC
\$0.02

Cost/Conversion
\$0.62

Volume Share
56%

SEARCH CAMPAIGNS

Avg CPC
\$0.08

Cost/Conversion
\$0.77

Volume Share
44%

KEY FINDING: Display = 30% more efficient despite lower CTR



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CRITICAL DECISION

WEEK 4 STRATEGIC PIVOT

SITUATION

EH campaigns showed \$7.47 CPA vs account avg of \$0.87 by Week 3.

DECISION

Paused all EH campaigns Week 4. Reallocated budget to Display EVC.

RESULTS

Week 4: 750 conversions at \$0.42 CPA - best week performance.



WHAT WORKED

SUCCESS FACTORS PART 1

QUIZ-BASED FUNNEL

Interactive quiz CTA dramatically outperformed direct registration forms.

- Lower barrier to entry
- Higher engagement rates
- Better qualified leads

DISPLAY REMARKETING

Display campaigns targeting warm audiences delivered exceptional efficiency.

- Ultra-low CPCs (\$0.02)
- Highest volume (56%)
- Best CPA (\$0.35)



WHAT WORKED

SUCCESS FACTORS PART 2

GEOGRAPHIC FOCUS

Mexico, Colombia, Argentina delivered 63% of total conversions.

- Clear market winners
- Scale opportunity
- Lower CPAs

RAPID OPTIMIZATION

Quick decisions to pause underperformers unlocked major efficiency gains.

- Weekly performance reviews
- Data-driven pivots
- Budget reallocation



WHAT DIDN'T WORK !

LESSONS LEARNED

EH CAMPAIGNS

Direct registration CTAs performed 8.6x worse than quiz funnel (\$7.47 vs \$0.87 CPA).

COLD AUDIENCES

Broad targeting without remarketing showed limited efficiency and scale potential.

GENERIC MESSAGING

One-size-fits-all ad copy underperformed localized, benefit-focused creatives.



KEY LEARNINGS

STRATEGIC INSIGHTS

PATIENCE

Week 1-2 learning period essential.
Performance improved 79% by Week 5.

AGILITY

Quick pivot from EH to EVC focus in
Week 4 unlocked best performance.

DATA-DRIVEN

Weekly analysis enabled evidence-
based decisions over assumptions.

FOCUS

Double down on winners: Display EVC
+ Quiz = 8.2:1 advantage.



GOOGLE ADS IS VIABLE



Based on 35 days of testing across 6 LATAM markets, we achieved **\$0.69 avg CPA** with **1,477 conversions**. The platform demonstrates strong viability with clear optimization opportunities: Display EVC + Quiz funnel = scalable growth formula.



DECISION FACTORS

WHY GOOGLE ADS WORKS

PERFORMANCE

79% CPA improvement from Week 1 to Week 5 demonstrates optimization success.

SCALE

10x volume growth (74 to 750 conv/week) proves scalability across markets.

EFFICIENCY

Best performers achieved \$0.35 CPA - well below target thresholds.

PLAYBOOK

Clear winning formula: Display EVC + Quiz CTA + Top 3 markets.



APPENDIX: CONSOLIDATED METRICS

5-WEEK TOTALS

Total Spend	Conversions	Avg CPA	Avg CVR
\$1,016	1,477	\$0.69	5.89%
Clicks	Impressions	CTR	Avg CPC
25,061	858K	2.92%	\$0.04



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TOP CAMPAIGNS (1-5)

BEST PERFORMERS

1. Display EVC • Mexico

234 conversions • \$0.31 CPA • 4.8% CVR



2. Display EVC - Colombia

198 conversions • \$0.34 CPA • 4.3% CVR



3. Search EVC - Mexico

167 conversions • \$0.42 CPA • 16.2% CVR



4. Display EVC - Argentina

143 conversions • \$0.48 CPA • 3.9% CVR



5. Search EVC - Colombia

128 conversions • \$0.52 CPA • 14.7% CVR



TOP CAMPAIGNS (6-10)

STRONG PERFORMERS

6. Display EVC - Chile

112 conversions • \$0.57 CPA • 3.6% CVR

6

7. Search EVC - Argentina

98 conversions • \$0.61 CPA • 13.8% CVR

7

8. Display EVC - Peru

87 conversions • \$0.64 CPA • 3.4% CVR

8

9. Search EVC - Chile

76 conversions • \$0.68 CPA • 12.4% CVR

9

10. Display EVC - Ecuador

64 conversions • \$0.72 CPA • 3.1% CVR

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METHODOLOGY

TEST FRAMEWORK

TEST DESIGN

Structured testing approach with clear hypotheses for each campaign objective and format.

- Equal budget allocation initially
- Weekly performance reviews
- Statistical significance thresholds
- Consistent tracking implementation

DATA COLLECTION

Comprehensive tracking covering full customer journey from impression to conversion.

- Google Analytics 4 integration
- Conversion pixel validation
- UTM parameter standardization
- Cross-market attribution

Test Period: September 22 - October 30, 2024 (35 days) • **Sample Size:** 25,061 clicks • **Confidence Level:** 95%

