

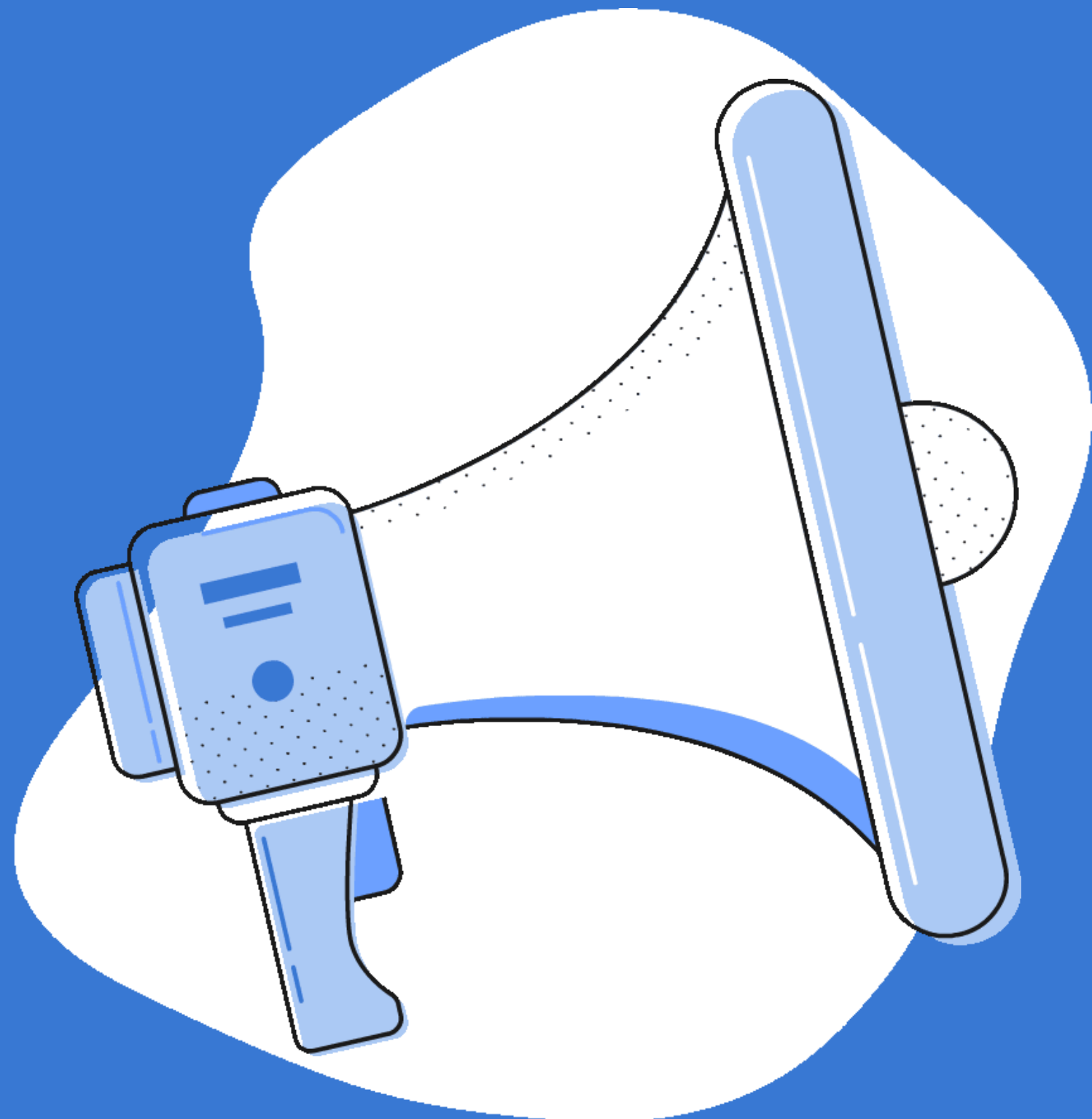


**KNOW
CRUNCH**

learn • transform • thrive

A Black Friday case study





Our Goal

Drive traffic to our landing page.

E-Learning Masterclass in Digital & Social Media Marketing

[ENROLL NOW](#)Digital Marketing Fundamentals Websites & Landing Pages E-shops Social Media & Social Networks Content Marketing Search Engine Optimization Social Media Marketing Advertising Campaigns Influencer Marketing Reputation Messaging [OVERVIEW](#)[BENEFITS](#)[INSTRUCTORS](#)[TESTIMONIALS](#)[FAQ](#)

Retargeting
our visitors
on Black Friday
with an offer:
50% off!

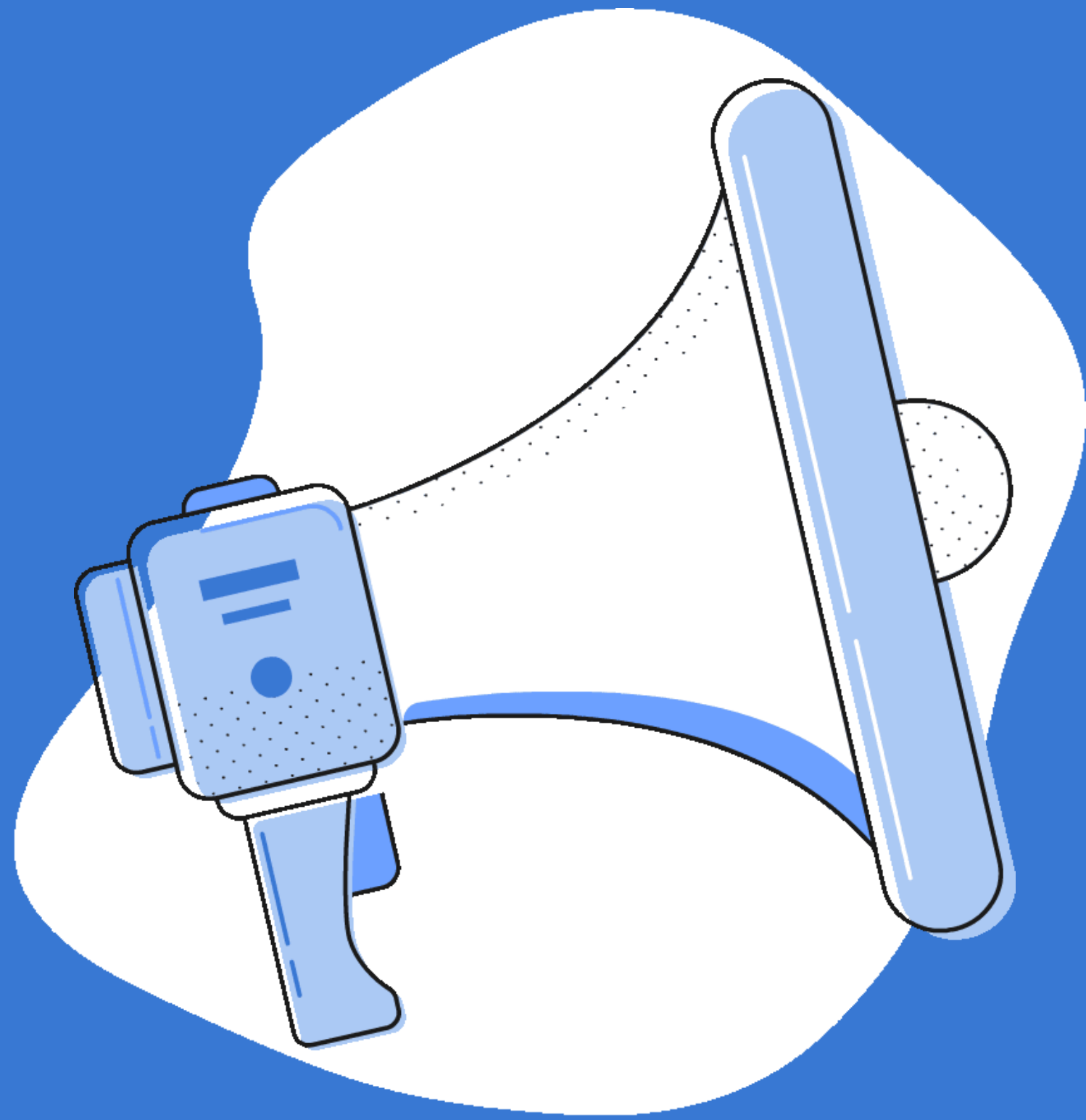




The Strategy

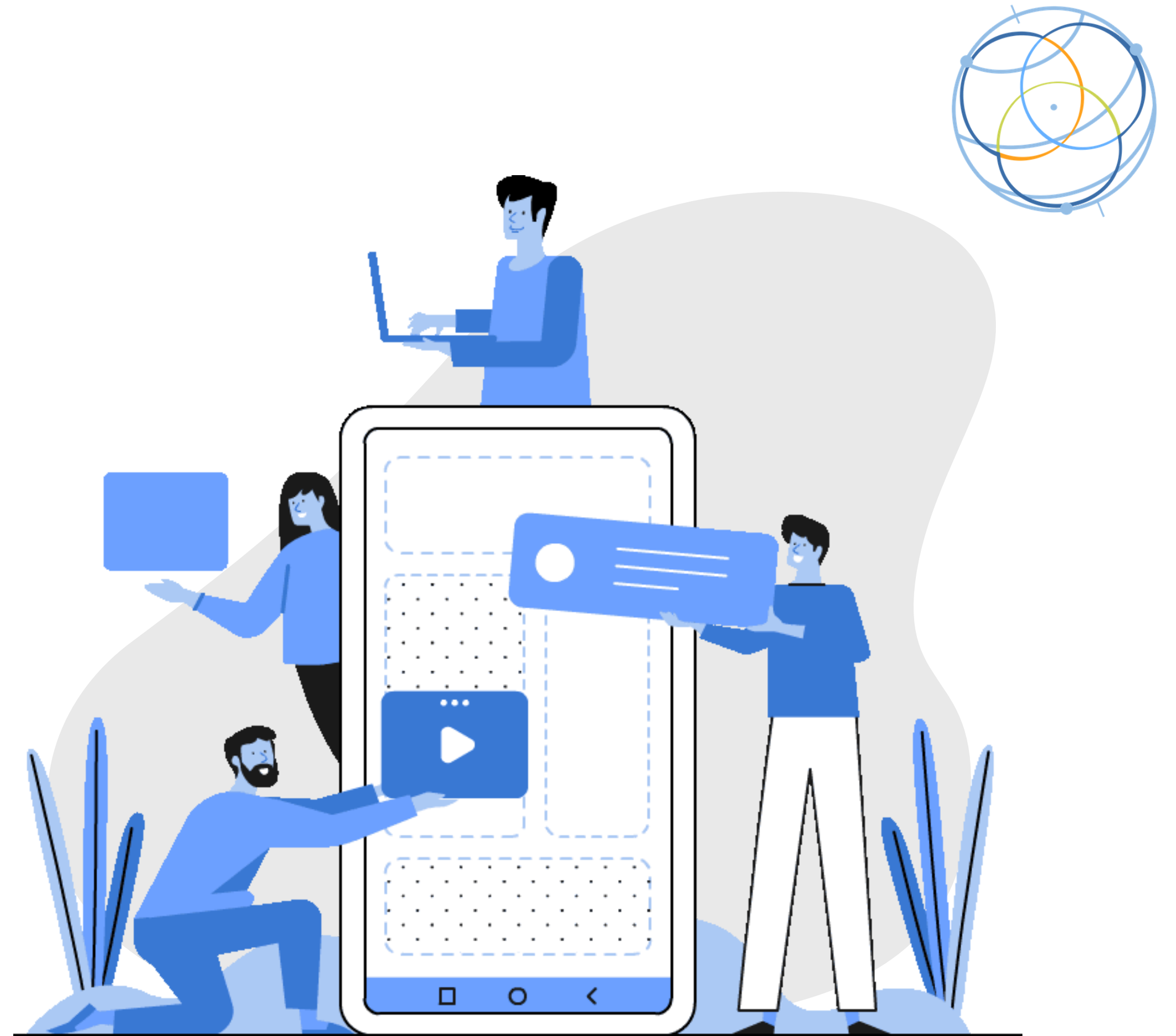


November
campaign:
Landing page views
Budget: €1,500



Remarketing campaign (one day only):

Conversions
Budget: €150



Registrations: 147! Revenue: €85,300!



85000

1650

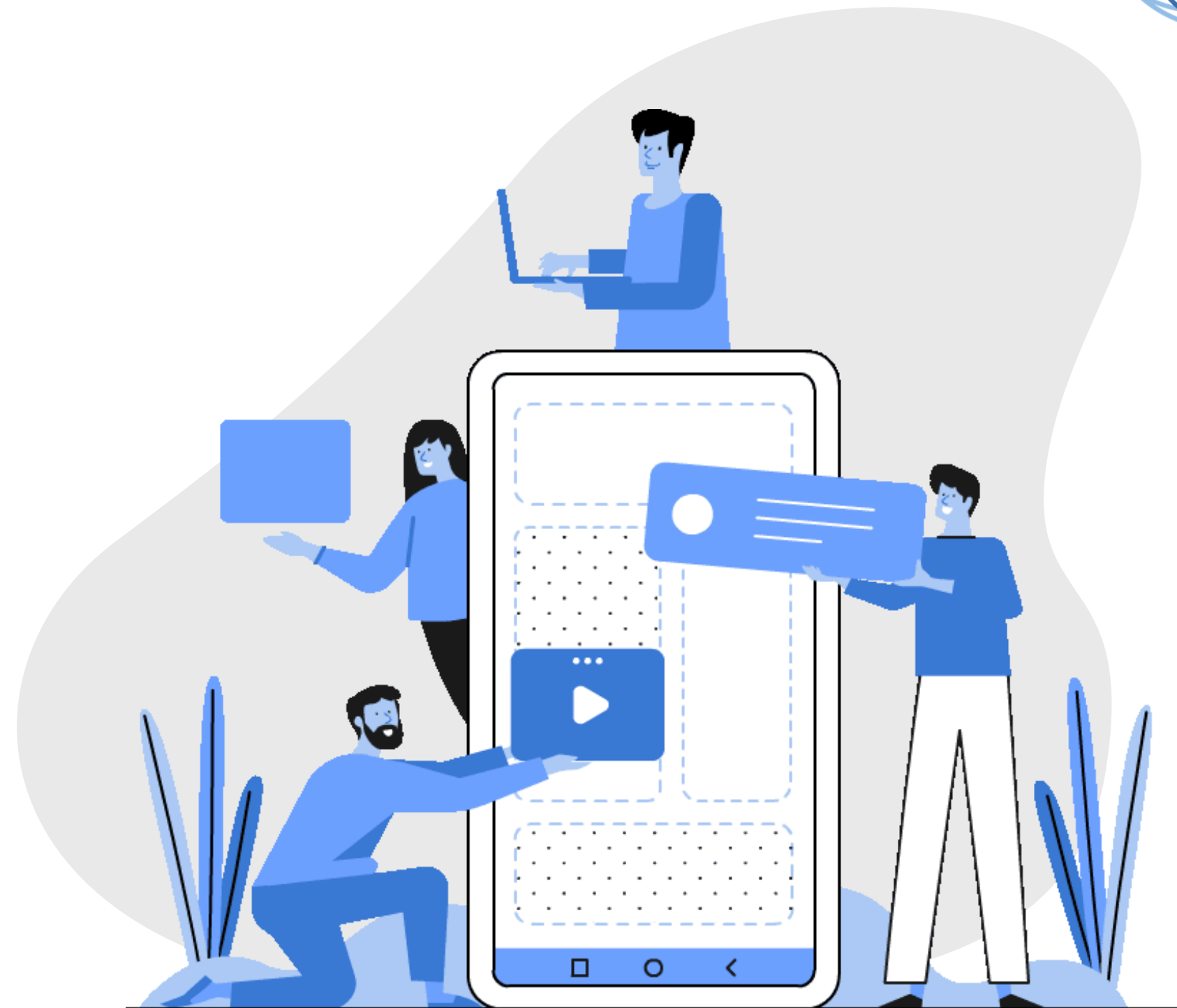
CALCULATE ROAS

Return on Ad Spend

5151.52%



5151% ROAS





Why ROAS Doesn't tell the truth!

01

An exceptional training
Award winning

02

Consistent marketing
strategy
All year long, cross-
media, high
price.

03

Super WOW offer
One day only, F.O.M.O.



Thank You

