



SINGLE GRAIN



Learning A-Z

Education

CASE STUDY

The Numbers
Keeps Growing

Increasing Revenue for Learning A-Z over 2024 Using Paid Media

Creative testing
implemented



65% higher revenue

than projected at time of recording
for 2024

ABM efforts rolled out



New geographic
areas targeted



Started
Here

JAN

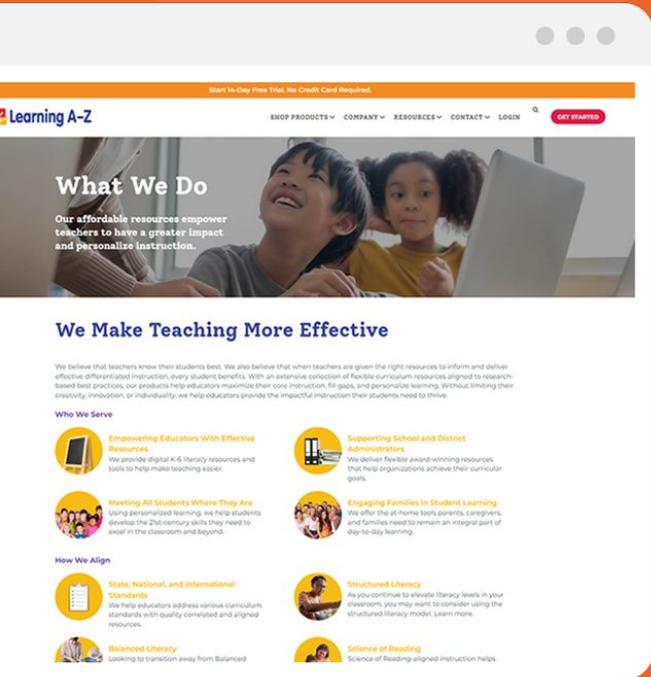
MAR

MAY

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Learning A-Z's Historical Media Performance

Learning A-Z has historically seen most of their conversions come from offline sources with only 9% of trials coming from paid media.

We were tasked with managing the paid media budget, and sought to increase the return on these leads.

Our 2024 Plan

**Increase
Paid Media ROAS**



The High-Level Strategy



Launch ABM Campaigns

- ABM campaigns allow for hyper-targeting. We chose to risk a smaller audience size with aim of acquiring higher quality leads.



Geo-Expansion

- We hypothesized a lower cost per trial in new territories which would allow for us to stretch our budget further

Hyper-Localized Messaging

- We chose to hyper-localize our messaging so that the messaging would more directly resonate with each audience subset

Diving into the strategy

ABM Campaigns

We launched new ABM campaigns targeting larger school districts in Missouri, Albuquerque, California, Nashville, Miami, Los Angeles, New Jersey, Delaware, South Carolina, and Pennsylvania.

These campaigns were hyper-personalized to each area and spoke to the issues faced at the district level and how Learning A-Z can help solve those issues for those districts.

We targeted key leaders in each district using ABM lists across the web on **LinkedIn**, **Facebook/Instagram**, **Google** (search and display), and **YouTube**.

Ad Expansion



We expanded our ads to several new countries in 2024 including India, Vietnam, Mongolia, Brazil, South Africa, Peru, Morocco, Jordan, and Myanmar.

While the volume was lower in some locations, the cost per trial in many locations was also lower, indicating areas for us to scale, particularly in India, Brazil, Vietnam, and South Africa. Cost per trial was significantly lower in these locations, such as Brazil seeing a CPT from \$5-\$6 compared to the account average around \$41 for the year. This enabled us to stretch our budget further.

Hyper-Localized Messaging

We chose to hyper-localize our messaging so that the messaging would more directly resonate with each audience subset

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K-6 Resources to Boost Literacy Outcomes for Albuquerque Public School District

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Results

By mid-October, we had beat our projected revenue by 65% and had **beat their revenue goal for Paid Media for the entire year by 13.5%.**

We took our average ROAS from the forecasted 2024 ROAS of **3.69** and hit **4.79.**

We remained at **9%** of leads for Learning A-Z, but the **9% of leads led to 29%** of Learning A-Z's annual revenue

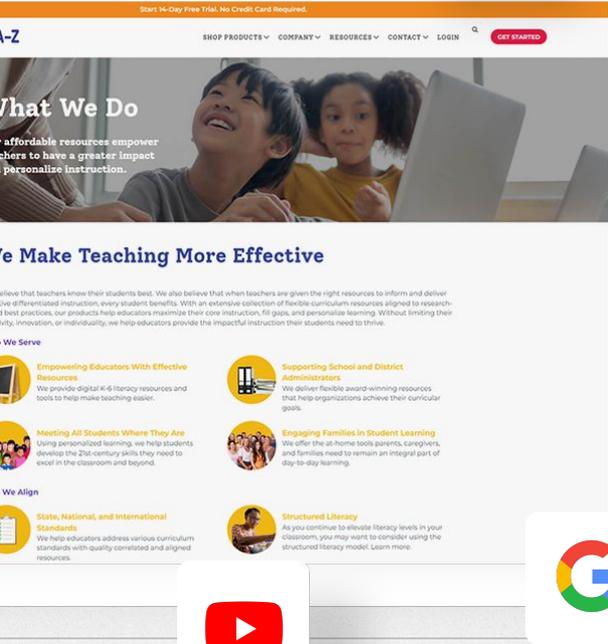
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CASE STUDY Education

Increasing Revenue for Learning A-Z over 2024 Using Paid Media

Learning A-Z has historically seen most of their conversions come from offline sources with only 9% of trials coming from paid media. We were tasked with managing the paid media budget, and sought to increase the return on these leads.

We launched an ABM strategy to allow for hyper-targeting of education leaders and target locations. We chose to risk a smaller audience size from ABM with aim of acquiring higher quality leads. We also hypothesized that expanding to new geographic areas would result in a lower cost per trial, allowing us to stretch our budget further. We chose to hyper-localize our messaging to each location so the messaging would more directly resonate with each audience subset.

By mid-October, we had beat our projected revenue by 65% and had beat their revenue goal for Paid Media for the entire year by 13.5%. We took our average ROAS from the forecasted 2024 ROAS of 3.69 and hit 4.79 through mid-October. While we still only drove 9% of leads for Learning A-Z, the 9% of leads led to 29% of Learning A-Z's annual revenue.

65%
higher revenue than projected

4.79
ROAS through mid-October

29%
of annual revenue from leads