



## NURSECON

B2C National

### BEFORE

#### The Challenge

#### IMPACT

COST PER  
REGISTRATION WENT  
FROM \$421 TO \$117

We hit a rock bottom  
price of

**\$106**

THIS FUNDAMENTALLY  
CHANGED HOW WE OR  
ANYONE ELSE MIGHT  
MARKET FOR  
NURSECON

- **Initial Business Situation** - Because the cost per was so high, they reduced budgets because financially it no longer made sense. The engines were having a difficult time getting the budget they needed to test anything. Cost per registration was \$400. Prior solutions: updated ad copy, changing the conversion metric, top of funnel vs. bottom of funnel within the platform.
- **Emotional State** - The client was worried they would not be able to sell out the ship, which would be a significant financial hit to the business.

## DURING

### The Solution

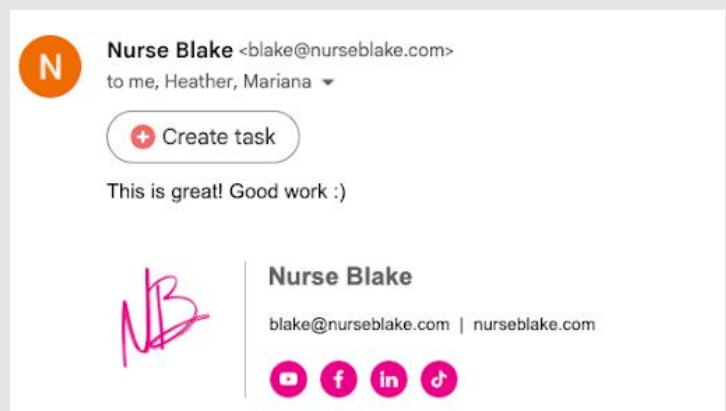
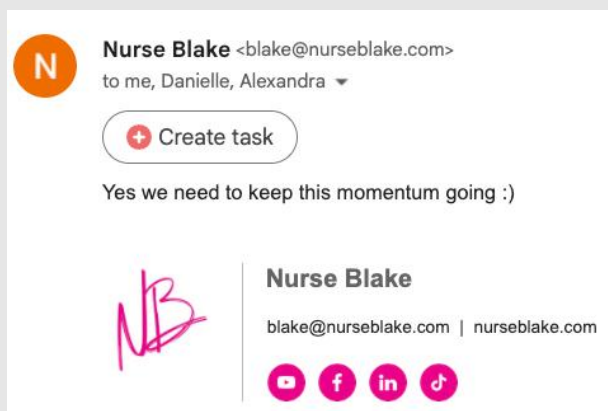
- **Discovery Phase** - Our analysis pointed us to the biggest issue of not having enough budget to test anything. Nothing we tested could run long enough or wide enough, therefore significantly harming the engines ability to optimize.
- **Implementation** - We used the meta and google ads platform as one, rather than stand alone platforms/ products. We then made a cumulative spend and KPI. Instead of having each platform do top and bottom of funnel, FB was top of funnel, Google was bottom of funnel.

## AFTER

### The Results

- **Business Impact:** Cost per registration went from \$421 to \$117 when all was said and done. We hit a rock bottom price of \$106 cost per registration
- **Emotional Impact** - This fundamentally changed how we or anyone else might market for NurseCon, because we have found the path forward of how to market this product properly. Prior to this, we didn't know if any of these platforms would be viable. Now we know it is, with this strategy.

A	B	C	D
Month	Platform Spend	Registrations	Cost p . Registration
February 25'	\$2,470.00	21	\$117.62
January 25'	\$2,445.00	23	\$106.30
December 24'	\$2,485.00	15	\$165.67
November 24'	\$2,491.00	15	\$166.07
October 24'	\$4,266.00	18	\$237.00
September 24'	\$3,789.00	9	\$421.00



[https://docs.google.com/document/d/1RVGB5tkUi0A2sL\\_U6GmIIHT531DivhxpBXePxpXkmWY/edit?tab=t.0#heading=h.nibs96w6z3oy](https://docs.google.com/document/d/1RVGB5tkUi0A2sL_U6GmIIHT531DivhxpBXePxpXkmWY/edit?tab=t.0#heading=h.nibs96w6z3oy)