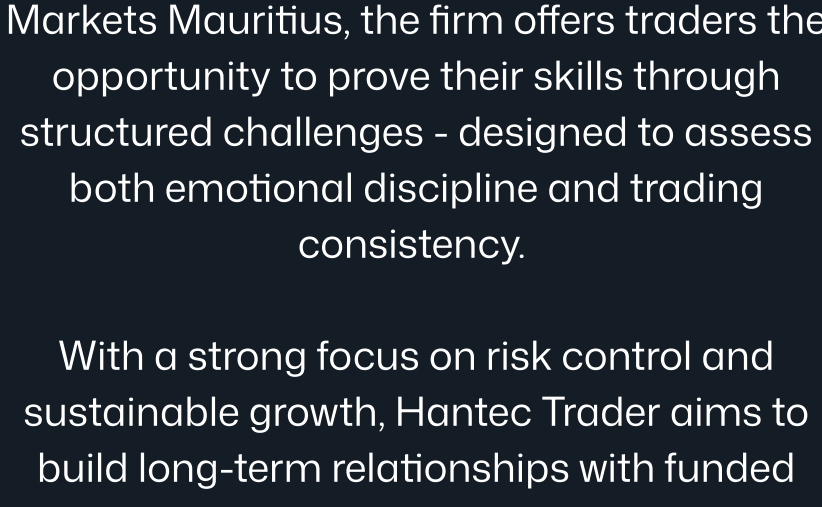


# How Hantec Trader Scaled Paid Media Performance in February 2025 To Achieve a **x3 revenue increase** with flat budgets

Delivering all-time high signups & purchases.

The sequenced value stack delivered:

- ✓ x3 revenue increase
- ✓ 26% conversion rate improvement
- ✓ x7 purchase growth
- ✓ All-time high signups & purchases.
- ✓ Same MoM budgets

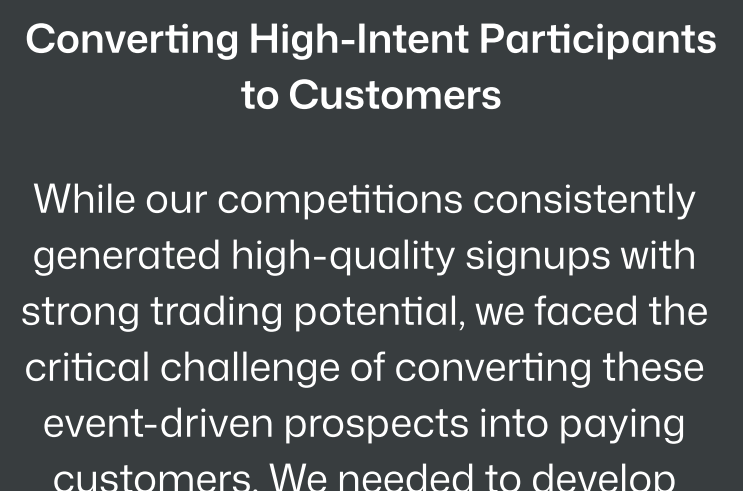


## About Hantec Trader

Hantec Trader is a proprietary trading firm founded in Mauritius in December 2023.

Powered by the financial expertise of Hantec Markets Mauritius, the firm offers traders the opportunity to prove their skills through structured challenges - designed to assess both emotional discipline and trading consistency.

With a strong focus on risk control and sustainable growth, Hantec Trader aims to build long-term relationships with funded traders by fostering a controlled environment and discouraging overleveraging. The firm is also known for its exceptional customer support, available 24/5, and is committed to helping traders succeed from day one.



## The Challenge

### Elevating Competition Performance

Our goal was to leverage critical insights from last year's Prop Trading Competition to strategically enhance our January campaign. We needed to not only surpass previous performance metrics but also develop a sustainable framework that would drive qualified traders into our acquisition funnel.

### Converting High-Intent Participants to Customers

While our competitions consistently generated high-quality signups with strong trading potential, we faced the critical challenge of converting these event-driven prospects into paying customers. We needed to develop nurture strategies that would maintain purchase momentum well beyond the competition timeframe.

### Optimizing the Conversion Journey

Our focus extended beyond initial acquisition metrics. We needed to implement a sophisticated nurturing strategy that would guide traders through a personalized journey, from competition signup to challenge purchase, using data-driven promotions and precision-targeted paid media campaigns.

## The Strategy

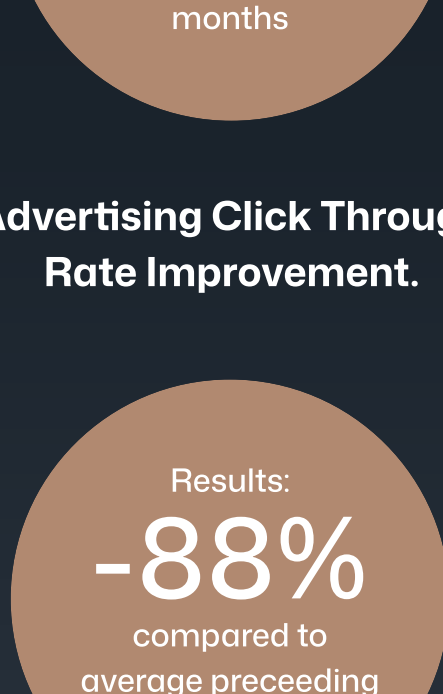
**A 3 month sequenced approach** integrating targeted lead generation, strategic nurturing, and compelling offers to efficiently convert prospects into paying traders at scale.

## What We Did



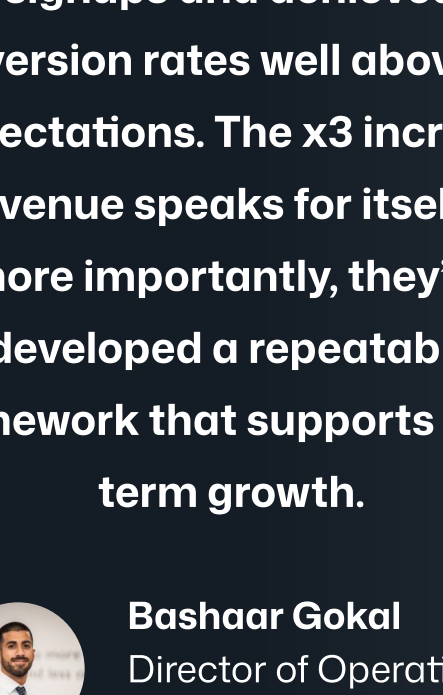
### Improved Lead Generation

Leveraging trading competitions as our primary lead magnet, we enhanced engagement through more compelling terms, refreshed designs, persuasive copy with scarcity deadlines, and extensive retargeting campaigns.

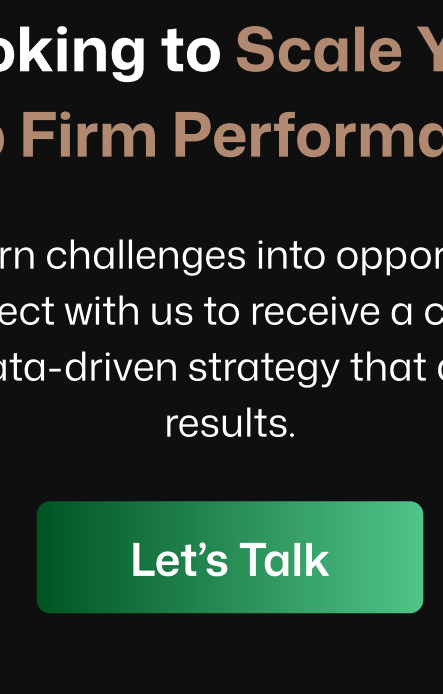


### Sequenced Promotions → Driving Conversions

We introduced a sequence of value items & discount offers to nudge Competition users to take the next step and purchase a Prop Trading challenge. We also launched an exclusive 24-hour flash sale, designed to convert hesitant users by offering a limited-time, high-value incentive, leading to a surge in challenge purchases.



### Advertising Click Through Rate Improvement.



### Advertising Cost Per Acquisition Improvement.

“

Working with N3twoRX has significantly improved our acquisition strategy. Their sequenced approach drove exceptional competition signups and achieved conversion rates well above our expectations. The x3 increase in revenue speaks for itself, but more importantly, they've developed a repeatable framework that supports long-term growth.



**Bashaar Gokal**  
Director of Operations  
Hantec Trader

**Looking to Scale Your Prop Firm Performance?**

Let's turn challenges into opportunities. Connect with us to receive a custom made, data-driven strategy that drives real results.

**Let's Talk**