



teachery



Aimers™

How We Increased ROAS by 290% at Teachery by combining data-driven PPC strategy with creative optimization

Google Ads

Meta Ads

EdTech

Teachery is an online course platform designed for creators to easily build and sell courses. It offers unlimited courses, students, and customizable templates, allowing users to monetize their knowledge without technical skills. With features like drip content and customer analytics, Teachery simplifies the course creation process while ensuring user-friendly navigation.

290% Increased ROAS

81% of all sales received from Lifetime Deals

Challenge



Teachery's initial goal was to **prioritize the sale of Lifetime Deals**, shifting away from the original monthly subscription model. This pivot aimed not only to boost product sales but also to **drive higher revenue and improve return on ad spend (ROAS)** with the help of Aimers' strategic PPC approach.

With everything **built from the ground up and no historical data to lean on**, the challenge was even greater. By focusing on a more lucrative, long-term customer acquisition model, the goal was to create sustainable growth while maximizing profitability.

Solution



We began with a data-driven focus on Google Ads, prioritizing Lifetime Deals (LTD) while still maintaining visibility for monthly subscriptions. From the start, our goal was to make the LTD offer the growth engine, but without completely losing momentum from recurring users.

Expansion to Meta & Cross-Platform Synergy

Once the Google setup was stable, we layered in Meta Ads to reach Teachery's ideal audience: creators, coaches, and digital entrepreneurs – people already immersed in creative and educational content. Social platforms became the perfect playground to connect emotionally and visually with this group.

We launched Lookalike campaigns based on LTD purchasers, attracting highly qualified users with a strong likelihood to convert.

The synergy between Google and Meta soon became evident: **users who engaged with both platforms' ads showed significantly higher conversion rates**. Meta excelled at emotional connection and brand discovery, while Google captured active buying intent – together forming a cohesive, full-funnel ecosystem.

Remarketing with Discount Coupons – The Game Changer

We built remarketing funnels across both Meta and Google featuring **a limited-time discount coupon** tied to the Lifetime Deal. These campaigns reactivated warm audiences and turned hesitant visitors into paying customers.

The coupon campaign became the perfect testing ground for what truly resonated: “Stop procrastinating – start earning.”

By combining exclusivity, time sensitivity, and multiple cross-platform touchpoints, we created a **strong sense of urgency that significantly boosted LTD sales**.



Creative Testing & Continuous Optimization

We continuously refreshed creatives with bright, emotionally charged banners, testing variations that emphasized urgency, freedom, and financial sense. We used bright, emotionally engaging banners featuring bold contrasts, dynamic imagery, and short, motivating copy.

With continuous optimization and compounding gains, we refined every element based on performance data: ad copy, visual tone, seasonal clues, and timing of the coupon reminders. Winning designs scaled quickly, while underperformers were replaced fast. This constant iteration kept campaigns fresh, relevant, and efficient.

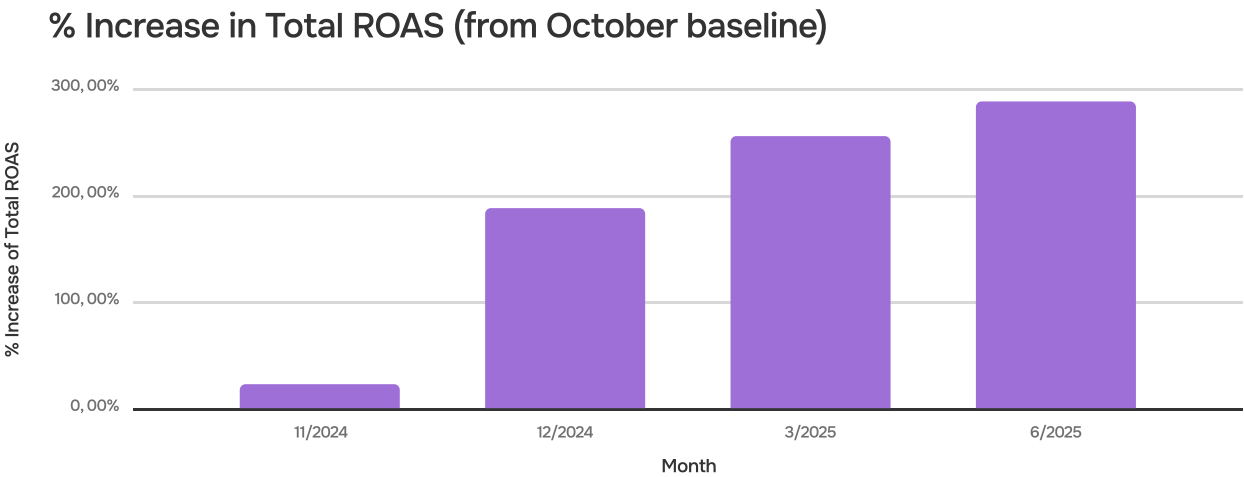
Results



Through in-depth analysis and continuous optimization, we identified the key motivators and pain points of Teachery's target audience and used those insights to design campaigns and offers that converted more effectively, and at a lower cost. This clarity allowed us to attract high-value users, increase purchase volume, and significantly improve ROAS across all platforms.

ROAS rose by 290% (or 197 percentage points), reflecting a significant increase in advertising efficiency. Once the discount coupon strategy was introduced, supported by precise remarketing, campaign performance accelerated rapidly. This approach not only boosted immediate revenue but also established a more profitable, scalable acquisition model.

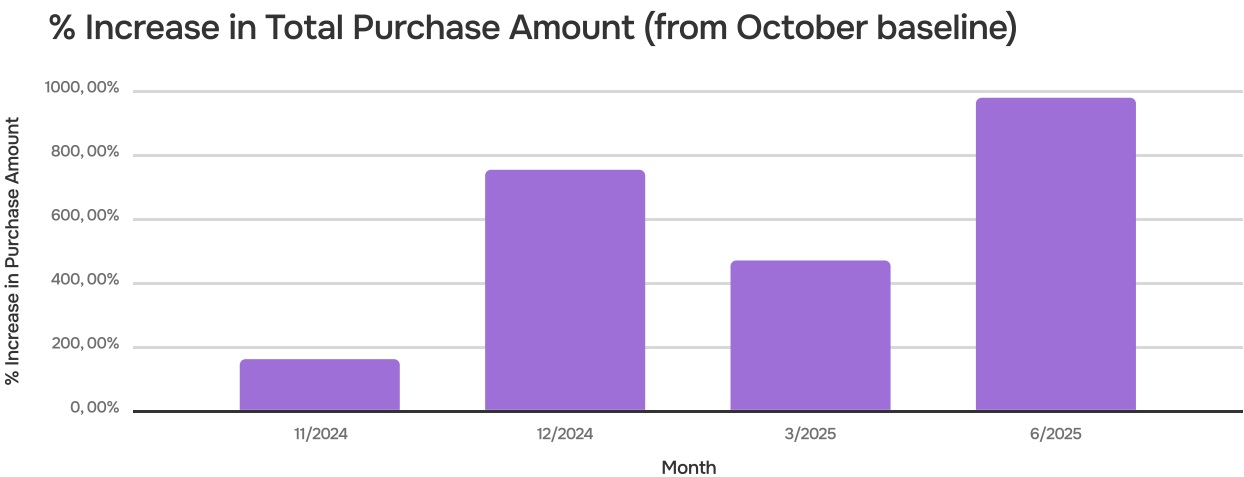
The table shows percentage increases relative to October, used as the baseline.



81% of all sales came from Lifetime Deals, proving that the new offer structure aligned perfectly with audience behavior and buying intent. LTD buyers demonstrated stronger commitment and higher lifetime value, reinforcing Teachery’s shift toward sustainable profitability.

Continuous creative testing and coupon-based remarketing further amplified results. The cross-platform coordination between Meta and Google campaigns created a powerful conversion flow that significantly increased revenue, driving a **+986% rise in total purchase amount**.

The table shows percentage increases relative to October, used as the baseline.



In summary, a combination of audience insight, creative precision, and cross-platform alignment transformed Teachery’s paid campaigns into a highly efficient growth engine driving more purchases, stronger profitability, and sustainable ROAS improvement.