

enzuzo

SERVICES

PaidSearch

YEAR

2022

CONTACT US

KEY METRICS

- 73.5% CAC reduction in the most successful campaign
- Introducing new campaigns with a CAC of <\$200

CHALLENGES

- Achieving a paid media CAC that met targets and turned into opportunities
- Monetizing high-converting ads - moving beyond traffic

SOLUTION

- Experimental methodology to quickly learn what works and what doesn't.
 - [New keywords every week](#)
 - [New experiments every week](#)
 - [Responsiveness and quick execution](#)
 - [New audiences, geographies, and potential customers discovered](#)
- Launching Ads that led to interviews with potential customers and further developing the business intelligence branch of the brand.

Complying with data privacy mandates such as the CCPA and GDPR represents a challenge for many organizations and entrepreneurs. This challenge is where **Enzuzo** comes to play by being the solution that automates data privacy request tracking, reporting, data gathering, and the data deletion workflow.

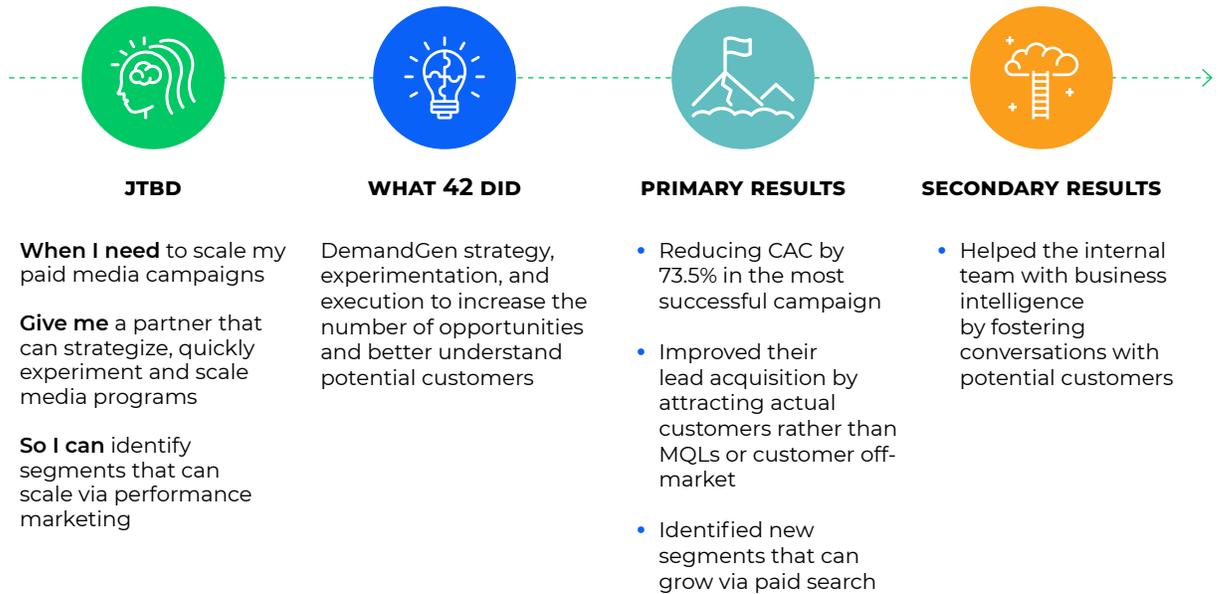
Enzuzo ensures you are compliant and secure and avoid penalties due to late or missed responses.

Challenges

Enzuzo had the opportunity to scale its paid media channels and identify alternative key audiences that needed a data privacy solution. With our adaptative and agile sprint model, we ran several experiments that allowed us to quickly identify where the growth opportunities were on the paid media front.

In addition to scaling performance, there was an additional need to improve business intelligence and marketing research to understand potential customers better. Thanks to our partnership's experimental approach, we launched Ads directed to landing pages where potential customers could book a Calendly call directly with Enzuzos' team. This tactic successfully allowed us to refine our understanding of the ICP and identify new opportunities and audiences.

What was the primary Job to Be Done 42 Agency solved?



The full story

Scaling paid media programs is challenging for organizations given the quick experimentation and the bandwidth/workload an in-house or single consultant can execute.

Enzuzo had previously hired a consultant that helped them set up their paid media campaigns successfully. However, their objective was to grow paid media acquisition. Ultimately, it was much more helpful for them to partner with an agency that had an adaptive approach to performance marketing with swift experimentation to develop their paid media programs further.

That is where 42 Agency jumped in and became a partner that would allow Enzuzo to scale growth from the start.

KEY RESULTS FROM PAID SEARCH

Reducing CAC by 4X in the most successful campaign

One of their campaigns had a CAC of over \$1K. After less than three months, we optimized the campaign through weekly experimentation to achieve a much lower customer acquisition cost - \$265.

Likewise, the lead acquisition of those potential customers off-market doubled, allowing us to obtain more data and make better decisions.

What was our process with Enzuzo?

Discovery

1. Understanding what the systems and the logic behind their paid media campaigns were.
2. Create a baseline set of metrics to measure the success of our partnership.
3. Through competitive research, we identified opportunities to bid for new keywords.

Experimentation

1. Set up an adaptive and quick system to measure new tactics and keywords weekly.
2. Diversifying and trying out new locations and audiences.
 - Identifying new target audiences that could increase network effects and act as partners rather than customers.
 - Identify new markets and audiences in locations beyond their original target markets.
3. Adding landing pages with Calendly links to improve customer research and help Enzuzo make better decisions.

Growth

1. Identifying the most successful campaigns and experiments to further invest in them.
2. Running several orchestrated campaigns to maximize possibilities while adjusting budgets.

[MORE CASE STUDIES](#)