

# SUCCESS

# CASES

KUMON

**the festival of  
consciousness**



**LIGA B**  
*Pasémoslo Bien*

# SALES GROWTH

**+33% (x1.3)**  
**2024 vs 2023**

9,640 vs 7,249 student prospects

**+61% (x1.6)**  
**2023 vs 2022**

7,249 vs 4,510 student prospects

**+80% (x1.8)**  
**2024 vs 2023**

836 vs 462 prospects for franchisees

**+49% (x1.5)**  
**2023 vs 2022**

462 vs 309 prospects for franchisees

**+ROAS (x6,48)**  
**2025**

**+35% (x1.35)**  
**2024 vs 2023**

B2C  
Target ticket sales generated by paid

B2C

KUMON<sup>MR</sup>

B2B

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# COST per LEAD REDUCTION

**-4,5%**  
**2025 vs 2024**

*Cost per lead  
annual average*

**B2C**

**-2,5%**  
**2025 vs 2024**

*Cost per lead  
annual average*

**B2B**

**-44%**  
**2024 vs 2023**

*Cost per lead  
annual average*

**B2C**

**-67%**  
**2024 vs 2023**

*Cost per lead  
annual average*

**B2B**

KUMON<sup>MR</sup>

# SALES GROWTH

**+47% (x1.5)**  
**2022 vs 2021**

130 vs 108 recurring customers

**+100% (x2)**  
**S2 2021 vs S1 2021**

\$6MM vs \$3MM mensual

**+56% (x1.5)**  
**2023 vs 2022**

\$398MM vs \$254MM anual

**B2B** **autoventa**  
TU VENDEDOR COMO SERVICIO



**Dr. Alvaro  
Bustamante**  
Salud - Nutrición - Fitness

**B2C** **LIGA B**  
Pasémoslo Bien

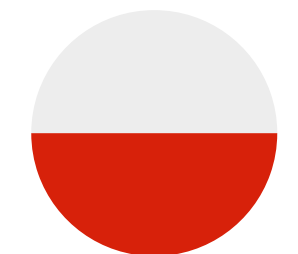
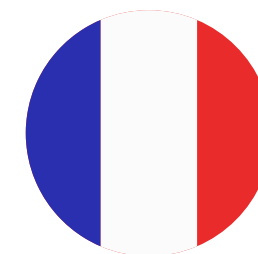


WE ADAPTED CAMPAIGNS TO **MORE**  
**THAN 10 COUNTRIES**, OPTIMIZING  
THEM WITH VARIOUS OBJECTIVES IN  
**GOOGLE AND META.**



RECORD REGISTRATIONS FOR 2024 AND 2025,  $\frac{2}{3}$  OF WHICH COME FROM PAID MEDIA.

*To serve this client I have collaborated with the HONEST Barcelona Agency.*





Kumon is one of the best educational brands, with a presence in more than 49 countries. Its "Back to School" campaign is one of the most relevant of the year.

This campaign runs during the months of September and October with several months of prior planning.

The reduction in cost per lead has been spectacular:

- **2023 vs 2022 = - 20%**
- **2024 vs 2023 = - 48%**
- **2025 vs 2024 = - 5,5%**



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**WE CREATED A SALES  
CAMPAIGN IN META,  
PERFECTLY OPTIMIZED FOR  
ONLINE TICKET PURCHASE  
CONVERSION.**



# Meta

The objective of the campaign was to sell 500 tickets online, with a budget of 2,500 euros.

Which translates into a conversion cost of 5 euros.

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## Results 2024

Between June 11 and July 13, the campaign generated 523 conversions associated with ticket sales (\*), with an expenditure of 5,139.23 euros.

Therefore each conversion cost 4.09 euros.

The goal was achieved by spending 18% less per conversion.

## Results 2025

Between May 24 and July 11, the campaign generated 135 conversions associated with ticket sales (\*), with a cost of 2,499.53 euros.

Therefore, each conversion cost 18.50 euros.

The average sales price during the campaign period was 120 euros.

Campaign ROAS = 6.48





**WE ADAPTED THEIR MARKETING  
FUNDAMENTALS INTO  
EMOTIONAL ARGUMENTS THAT  
RESONATE WITH THEIR  
CUSTOMERS AND ALLOW THEM  
TO COMMUNICATE IN A  
SEGMENTED MANNER.**







# autoventa

1

## Baseline

- Performance, Sales & Lifting.

2

## Foundations

- Purpose, Promise, Story and OKRs.

3

## Business Model

- Canva, Competition and Intended Positioning.

4

## Empathy Zoom

- Buyer Persona y Customer Journey.

ALIGNMENT

1

## Referral Lever

Formalization of the Referral scheme.

2

## Acquisition Lever

Adaptation of channels.

3

Paid and segmented traffic.

4

Content Creation.

EXECUTION



# Optimizamos la preventa y autoventa.

New website

## Precios Plan Base

UF mensual neta

Micro

2,5

1-9 usuarios

UF 0,5

Pequeña

3,5

10-25 usuarios

UF 0,6

Mediana

6,0

26-50 usuarios

UF 0,3

Grande

8,5

+50 usuarios

UF 0,25

**MONTHLY SALES x2 (MONTH 1) and x3 (MONTH 2) OF EXECUTION**  
**REFERRED SALES REPRESENT 10% OF TOTAL SALES NOW**





**WE ACCOMPANY THEM IN THEIR TRANSITION  
FROM FREELANCE SERVICE PROVIDER TO  
POSITION THEM IN A BUSINESS THAT IS A  
NATIONAL BENCHMARK IN THEIR NICHE.  
WE CO-CREATED THEIR MARKETING  
DEFINITIONS TO ALIGN PAID CAMPAIGNS AND  
UPDATE THEIR INTRANET TO INCREASE  
RETENTION.**





# ALIGNMENT STAGE

+

*Complete definition package*



**Dr. Alvaro  
Bustamante**

Salud - Nutrición - Fitness

## EXECUTION

1

### **Buyback Lever**

*Improvement of intranet system for patients.*

2

### **Referral Lever**

*Formalization of the Referral scheme.*

3

### **Acquisition Lever**

*Content Creation on Social Media.*

4

*Paid and segmented traffic.*





## Termina con las dietas

Empieza aquí

Aprende a alcanzar tus objetivos de composición corporal y salud comiendo lo que más te gusta.

Reservas

10

**MONTHLY PATIENTS x2, AFTER 3 MONTHS OF EXECUTION | REPURCHASES GROW BY +66%**



alta en proteína | Álvaro Bastamante

PB Chocolate Protein Brownies



alta en proteína | Álvaro Bastamante

Empanadas de Pollo



alta en proteína | Álvaro Bastamante

PB Chocolate Pie

New website





**WE RESURRECTED THIS SPORTS  
BUSINESS, WHICH HAD BEEN  
BANKRUPTED BY THE PANDEMIC,  
MAKING IT REGAIN ITS LEADERSHIP  
IN ITS FIELD THROUGH PAID  
CAMPAIGNS AND INNOVATIVE  
BUYBACK CAMPAIGNS.**





## ALIGNMENT STAGE

*Complete definition package*

+

## EXECUTION

1

### Buyback Lever

*Competition to encourage buybacks during the championship.*

2

### Acquisition Lever

*Paid and segmented traffic with a focus on IG.*

3

*Change of application forms to improve of prospect conversion.*

New lead capture system

***CLIENT REGAINS LEADERSHIP IN SALES IN ITS CATEGORY AND GROWS 148% COMPARED TO THE PREVIOUS YEAR.***





THANK

YOU *for*

READING ME