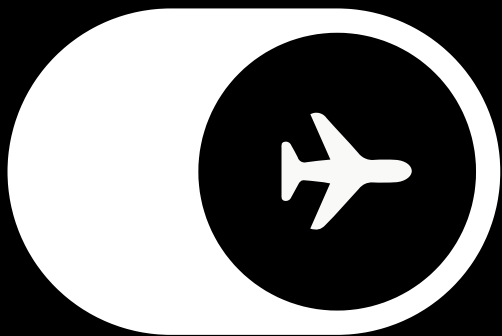


Learnnn
ffline

Scalare una campagna di Influencer Marketing con Adv e Tracking

impactxuni
~~~~~

**2020**



**4500 studenti**

**Contenuti solo organici**  
**Collaborazioni no-paid**



**2020**



**4500 studenti**

**Contenuti solo organici**  
**Collaborazioni no-paid**

**2021\***



**6500 studenti**

**\*Last minute**

**Contenuti organici**  
**Collaborazioni paid**  
**No creator in ads**

**2022: facciamo bene**

# **5+1 step per una campagna di influencer marketing efficace**

# 1) Obiettivo



## 2) Target

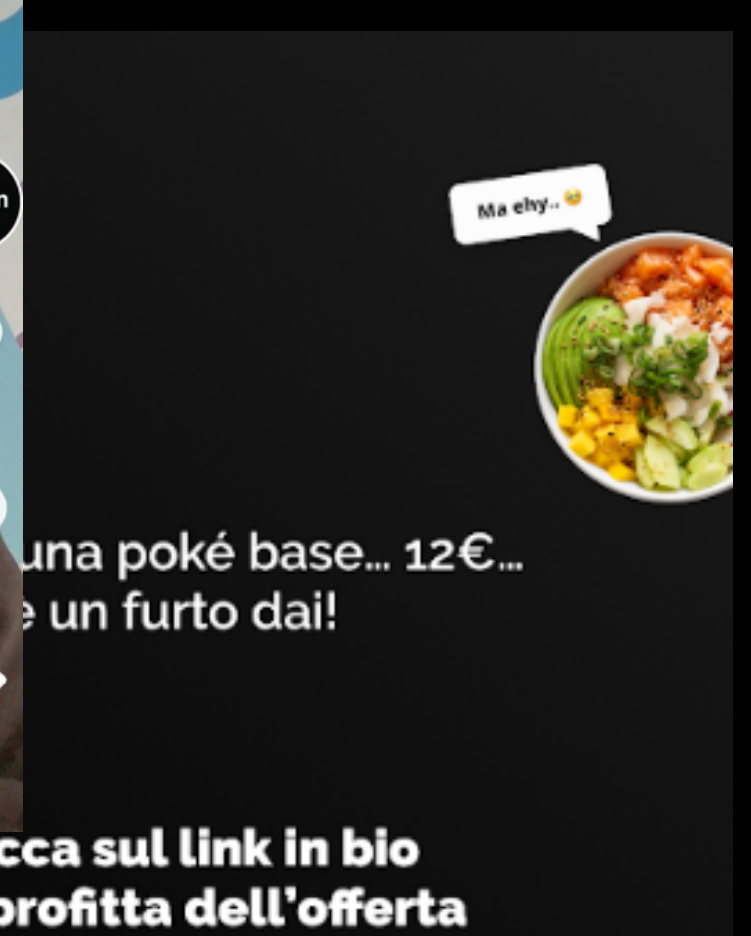
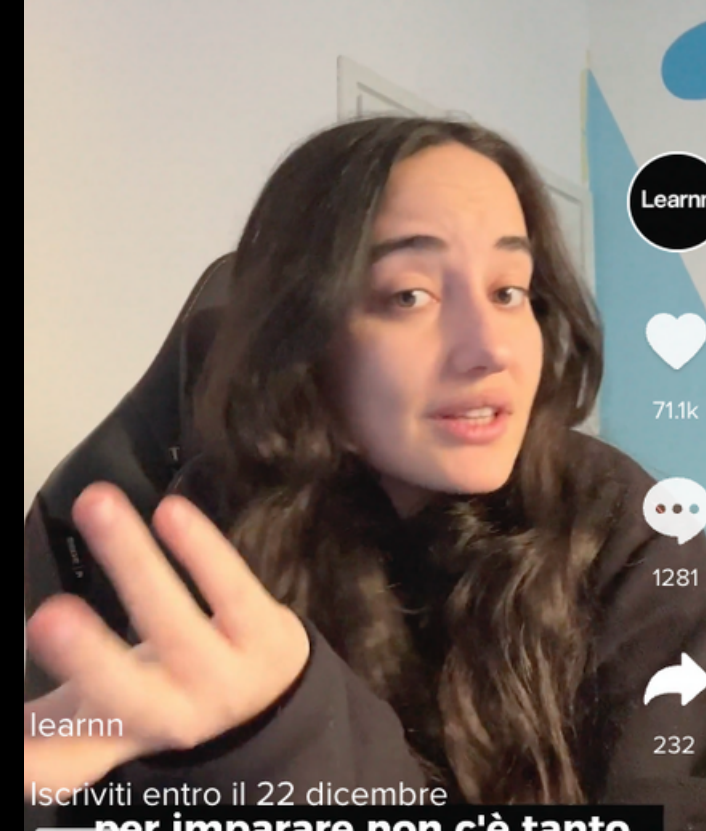
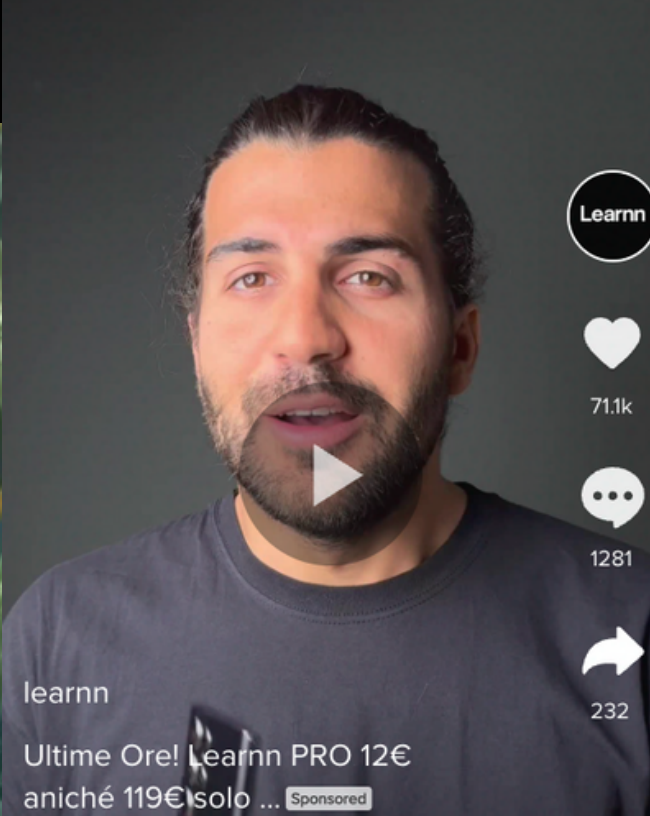
# 3) Scouting

# 4) Negoziazione

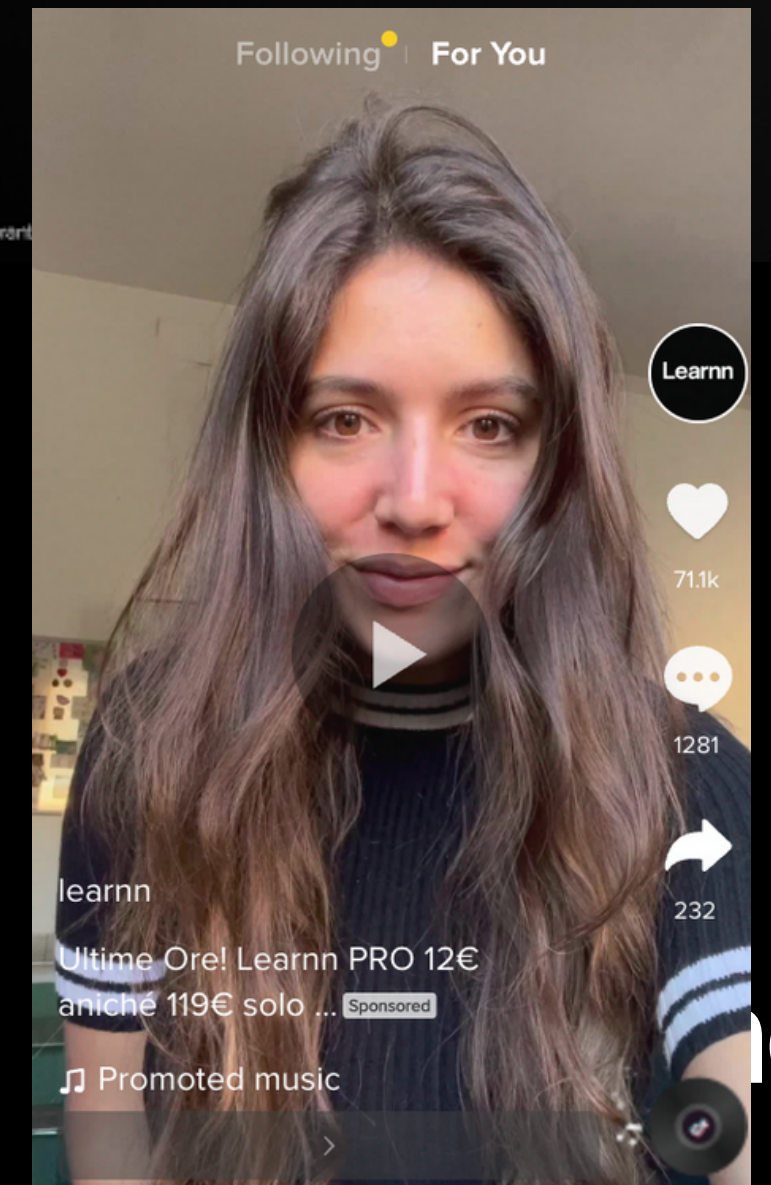
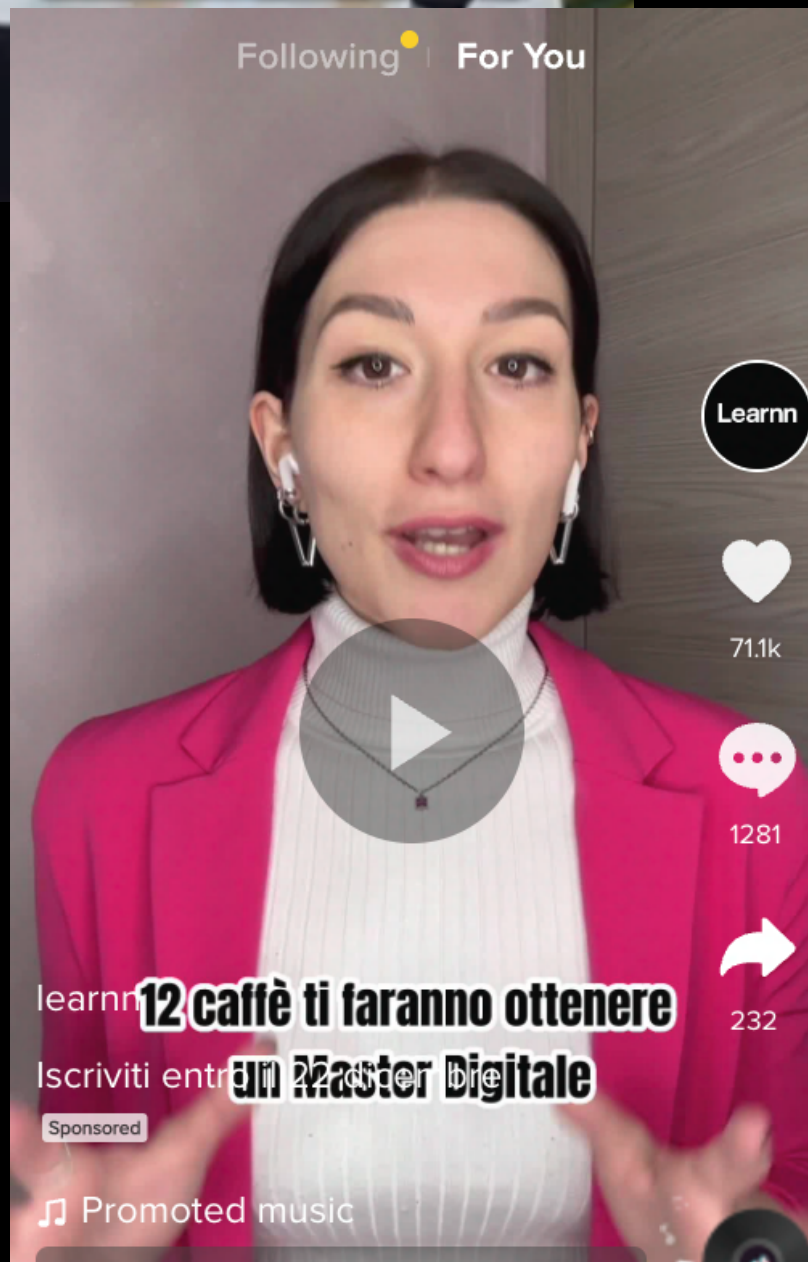
# 5) Go-live



# 5+1) Boost Ads



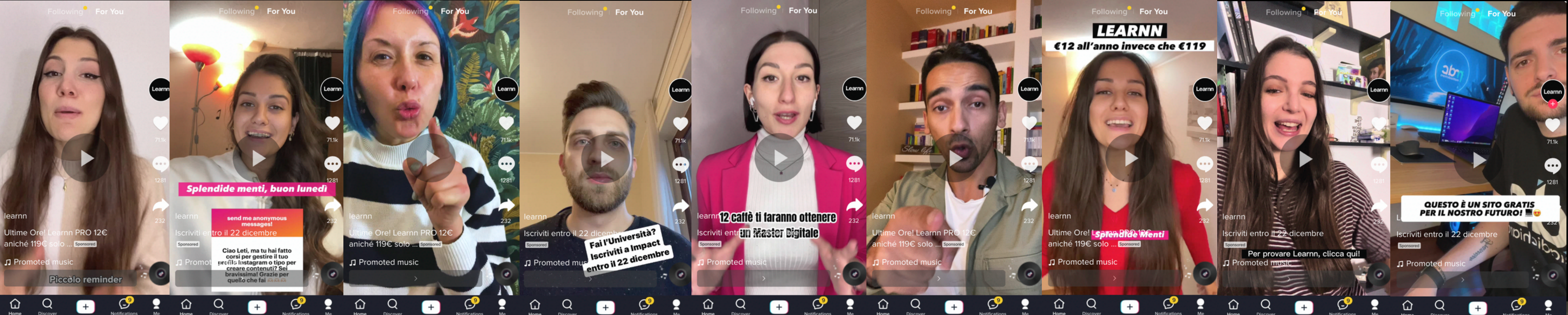
# 56 Creator



# **Tipologia e obiettivo diritti Adv**

- 1) Committente può usare il contenuto  
del creator nelle proprie Adv**
- 2) Committente può fare Adv direttamente  
dal profilo IG e FB del creator**





# 20 creator con diritti adv





# Feature nel BM

The screenshot displays the Meta Business Manager interface. On the left, the 'Business settings' sidebar shows the 'Meta' logo and a dropdown menu for 'Learnn'. Below this, the 'Users' section is expanded, showing 'People', 'Partners', and 'System users'. The 'Accounts' section is also expanded, with 'Pages' highlighted and 'Ad accounts' listed below it. A red arrow points to the 'Pages' option. The main content area is titled 'Pages' and features a search bar with the placeholder 'Enter ID / asset name / b...', an 'Add' button, and filters for 'Filter by...' and 'Sort by...'. A list of pages is shown, with 'Learnn' at the top and 'Luca Mastella' below it. A red arrow points to the 'Learnn' entry. On the right, the 'Learnn' profile is shown, including the name, ownership information, and buttons for 'Add People' and 'Assign Partners'. A red arrow points to the 'Assign Partners' button. The 'People' tab is selected, and the 'Partners' tab is also visible.

Meta

## Business settings

L Learnn

Users

People

Partners

System users

Accounts

Pages

Ad accounts

## Pages

Enter ID / asset name / b...

Add

Filter by...

Sort by...

Learnn Learnn

Luca Mastella  
Luca Mastella owns this

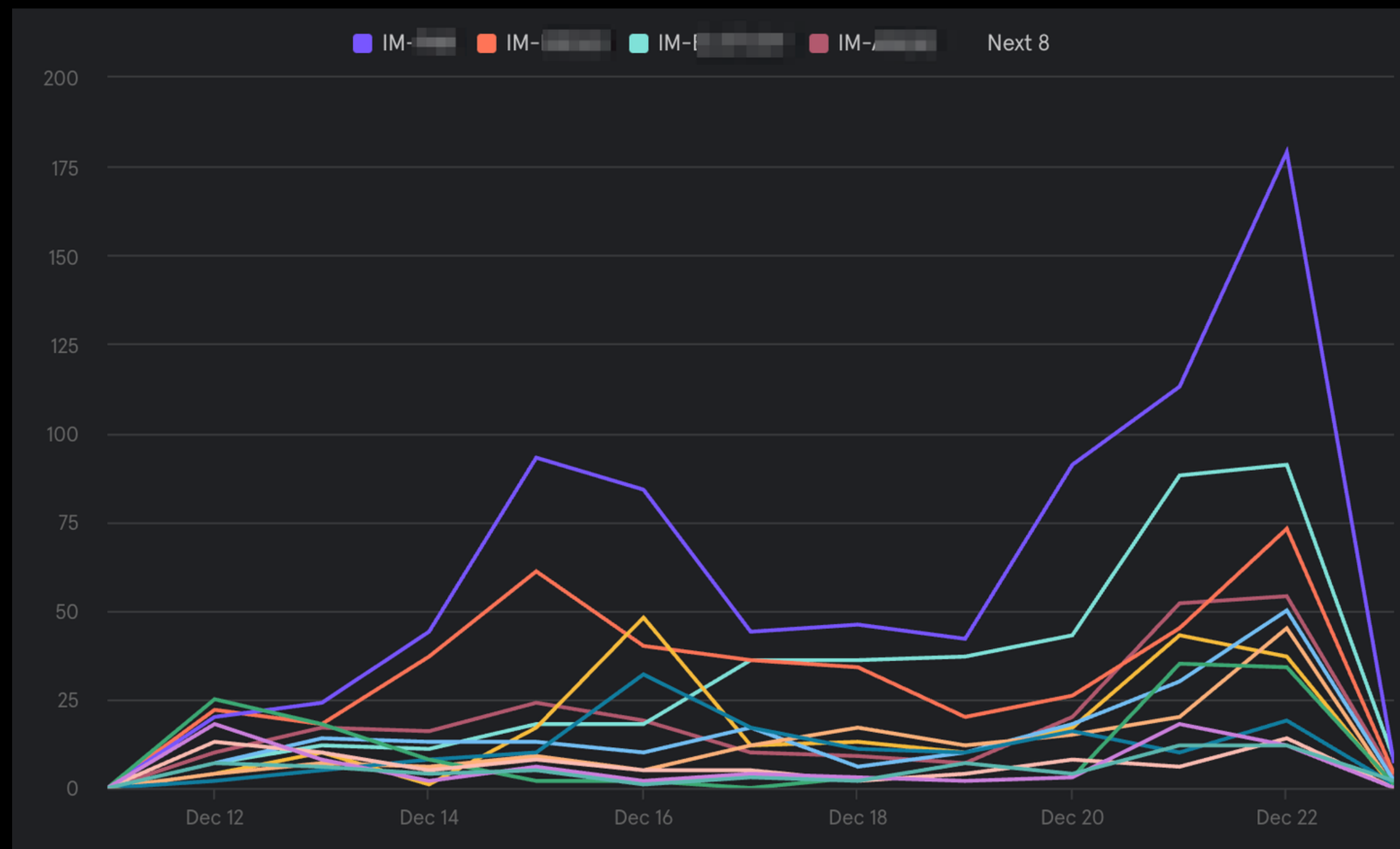
Learnn

Owned by: Learnn ID: 10956815732

Add People Assign Partners

People Partners

# Stesse possibilità di performance



80/20

Dec 12, 2022 — Dec 23, 2022

Today

Yesterday

7D

30D

3M

6M

12M

Compare

Linear

Bar

Event

UTM Campaign

UTM Medium

Value

A. Lead - Total

Overall 8,246

IM-

Overall 1,600

IM-

Overall 1,002

IM-

Overall 1,000

IM-

Overall 688

IM-

Overall 678

IM-

Overall 424

cpc

1,478

stories

122

cpc

1,001

stories

1

cpc

975

stories

25

cpc

641

stories

30

shorts

17

cpc

586

stories

92

cpc

422

stories

2

Search

Select all

UTM Medium 4 of 4

cpc

stories

shorts

email

UTM Campaign 50 of 50

IM-

IM-

IM-

IM-

IM-  
Overall 424

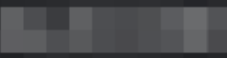
cpc  422  
stories  2

IM-  
Overall 401

cpc  380  
stories  21

IM-  
Overall 298

cpc  290  
stories  8

IM-  
Overall 267

stories  267

IM-  
Overall 176

stories  129  
cpc  47

IM-  
Overall 171

cpc  160  
stories  11

IM-  
Overall 165

cpc  137  
stories  28

# Creator quality

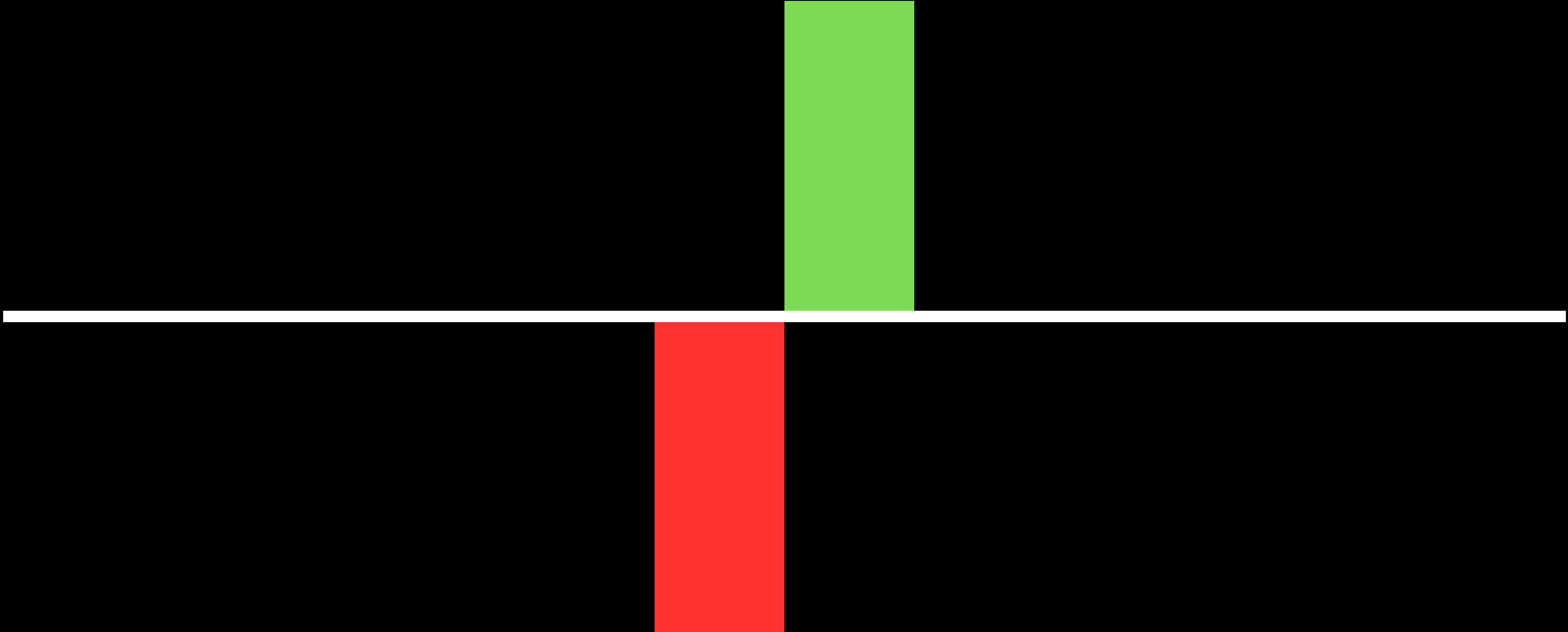


# Ads

| Campagna                                      | Contatti             | Budget                   | Acquisti | Costo per acquisto | Conversioni degli acquisti | Importo speso                | ROAS (ritorno sulla spesa pubblicitaria)... |
|-----------------------------------------------|----------------------|--------------------------|----------|--------------------|----------------------------|------------------------------|---------------------------------------------|
| IMPACT - CBO - purchase - Learnn - broad ...  | 1111 [2]             | € 1000,00<br>Giornaliero | 545 [2]  | € 15,11 [2]        | € 6648,81 [2]              | € 8234,36                    | 0,81 [2]                                    |
| IMPACT - ABO - purchase - Learnn - broad ...  | 2923 [2]             | Uso del budget           | 1750 [2] | € 14,98 [2]        | € 22 280,35 [2]            | € 26.221,86                  | 0,85 [2]                                    |
| IMPACT - CBO - purchase - Learnn - broad ...  |                      |                          |          |                    |                            | € 8284,81                    | 0,91 [2]                                    |
| IMPACT - CBO - purchase - creator - aud cr... |                      |                          |          |                    |                            | € 8257,34                    | 0,92 [2]                                    |
| IMPACT - ABO - purchase - Learnn - broad -..  |                      |                          |          |                    |                            | € 4442,82                    | 0,95 [2]                                    |
| IMPACT - ABO - purchase - Learnn - broad ...  |                      |                          |          |                    |                            | € 9535,45                    | 1,05 [2]                                    |
| IMPACT ULTIME ORE - CBO - purchase - cr...    |                      |                          |          |                    |                            | € 824,29                     | 1,12 [2]                                    |
| IMPACT - ABO - purchase - Learnn - retarge..  |                      |                          |          |                    |                            | € 468,76                     | 1,32 [2]                                    |
| IMPACT - ABO - purchase - creator - aud cr... | 1040 [2]             | Uso del budget ...       | 324 [2]  | € 10,43 [2]        | € 7096,86 [2]              | € 5473,19                    | 1,30 [2]                                    |
| IMPACT ULTIMI GG - CBO - purchase - crea...   | 536 [2]              | € 2000,00<br>Giornaliero | 354 [2]  | € 9,94 [2]         | € 4528,46 [2]              | € 3518,02                    | 1,29 [2]                                    |
| Risultati di 27 campagne ⓘ                    | 15.975 [2]<br>totali |                          | totali   | per azione         | totali [2]                 | € 111.274,44<br>Spesa totale | Media [2]                                   |

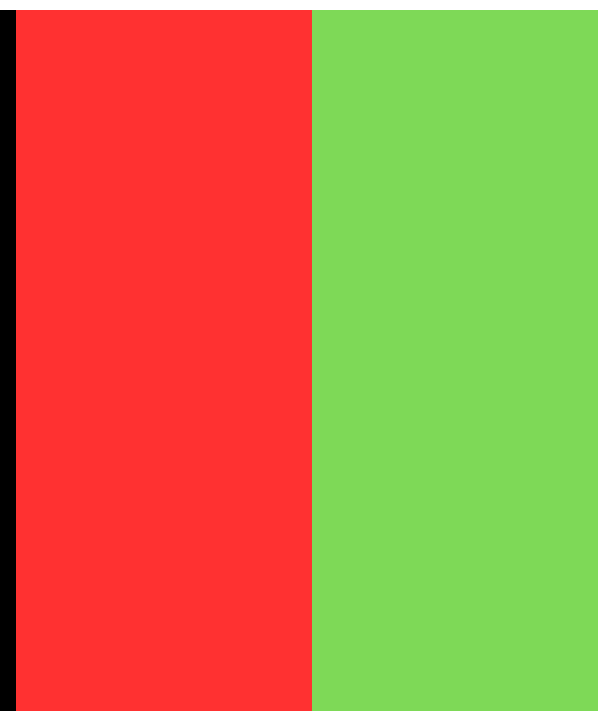
+100.000€ spesi  
in 10 giorni  
solo su Meta

# Break even





0€





# Bootstrap

$$12\text{€} - \text{IVA} = 9,84\text{€}$$

**è il massimo che possiamo spendere per conversione  
senza andare in perdita sul primo acquisto**

# Ads

**1**

**Audience  
Creator**

**=**

**Pubblico  
aggregato dei  
20 creator**

**(80 audience totali,  
4 audience x 20 creator)**



# 2

**Audience  
Studenti**

**=**

**Dati demografici >  
Istruzione > Livello  
di istruzione**



**3**

**Audience  
Lookalike**

**=**

**LAL 1%  
LAL 1-2%  
LAL 2-3%**

**Ex Impact 2020/21**

**4**

**Audience  
Broad**

**=**

**Tutto aperto**

# **Esclusioni**

- **Esclusi PRO**
- **PRO annuali**
- **Ex Impact**
- **Purchase 180D**
- **WebappView 180D**

# Strategia 12-22 Dic

**Capire dove  
spingere**

**Spinto  
sulle best**

**+ CBO**

**+ CBO Scaling  
con urgency**



**+65 adset  
low budget**

**2k/day**

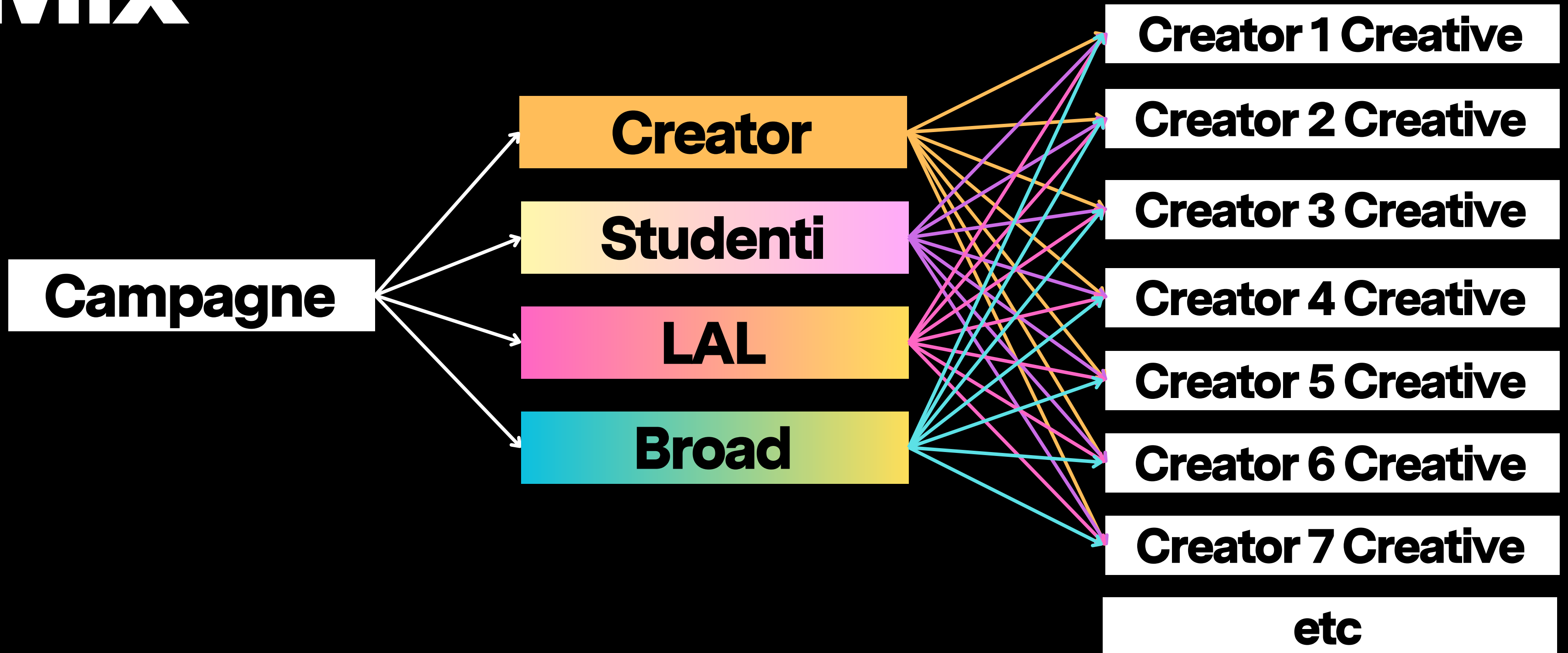
**1k/day  
ognuna**

**3.5k/day  
ognuna**

Regole automatiche per alzare  
budget del 25% a mezzanotte.



# Audience / Creatives Mix





# Pagine creator





# Pagine creator



Online





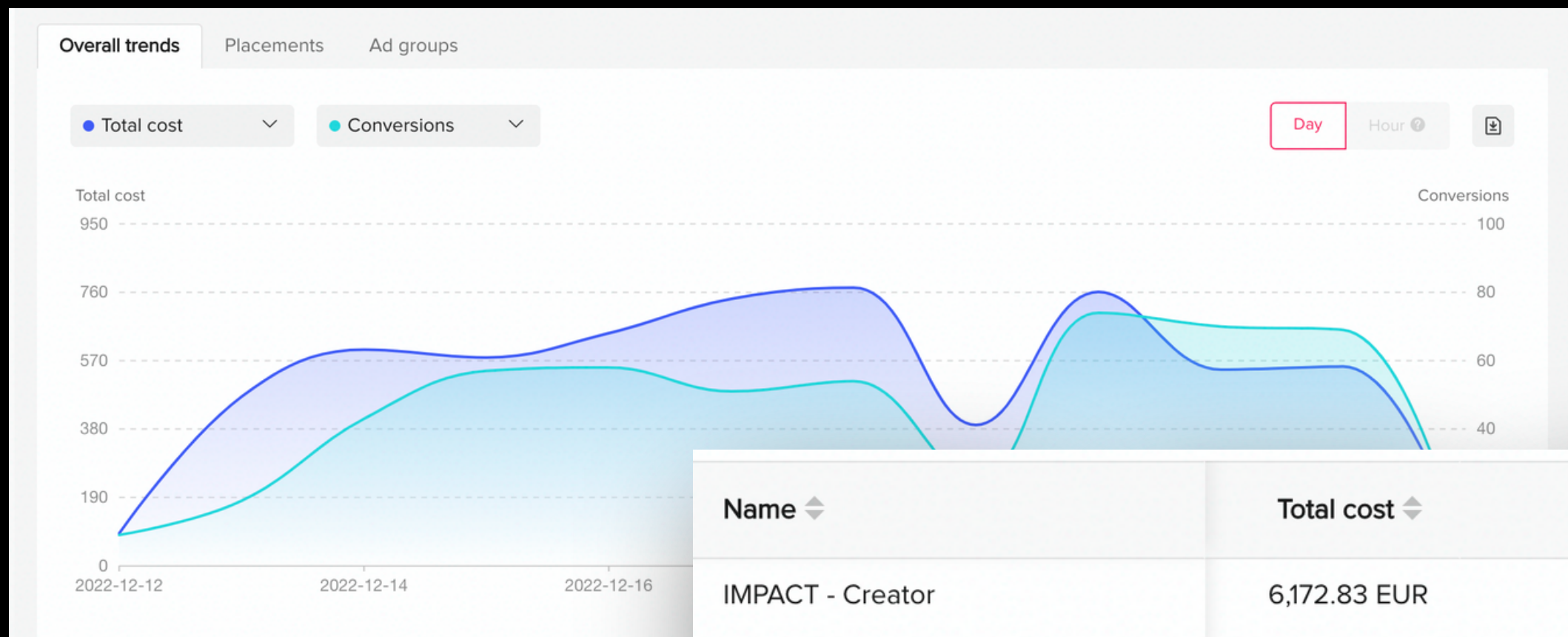
**Nostro  
budget**



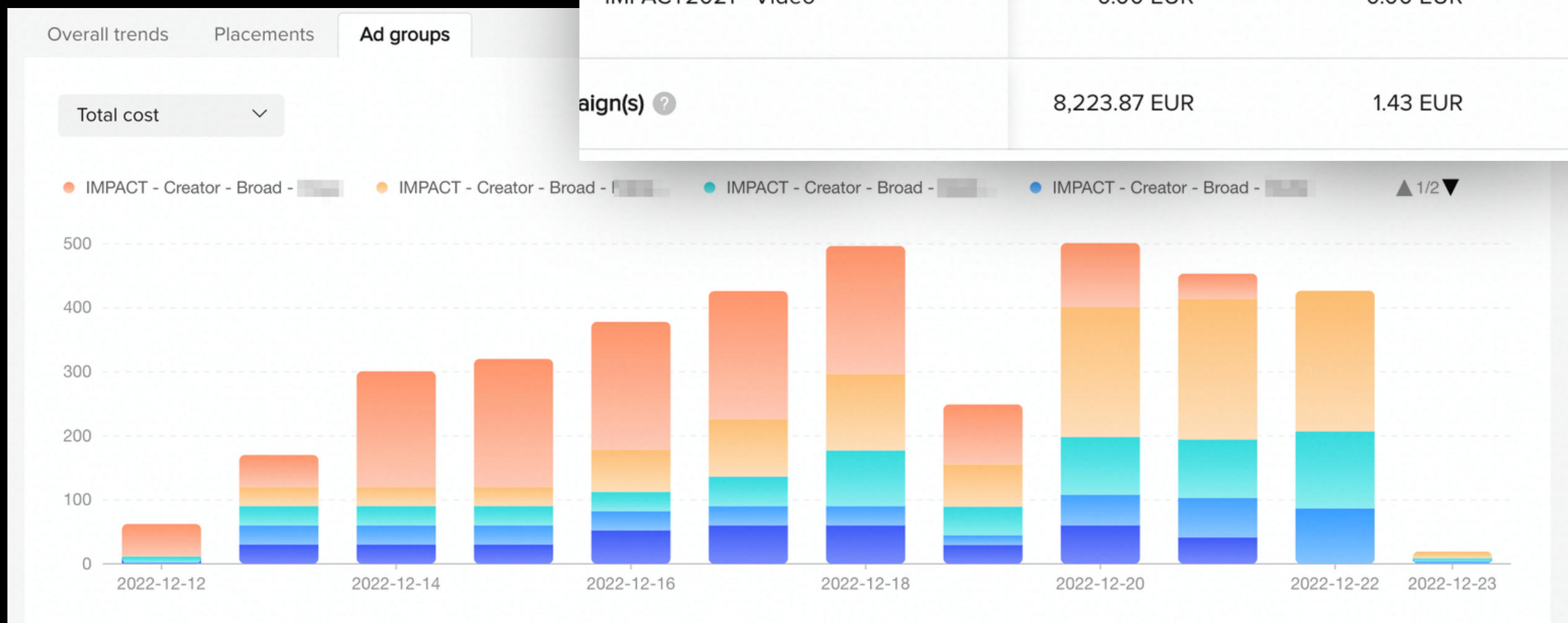
**Business  
Manager**



# TikTok Ads



| Name                          | Total cost   | CPM      | Impressions | Conversions | CPA       |
|-------------------------------|--------------|----------|-------------|-------------|-----------|
| IMPACT - Creator              | 6,172.83 EUR | 1.52 EUR | 4,063,505   | 530         | 11.65 EUR |
| IMPACT - Creator - Ultime Ore | 2,051.04 EUR | 1.22 EUR | 1,687,247   | 180         | 11.39 EUR |
| IMPACT2021 - Video            | 0.00 EUR     | 0.00 EUR | 0           | 0           | 0.00 EUR  |
| aign(s)                       | 8,223.87 EUR | 1.43 EUR | 5,750,752   | 710         | 11.58 EUR |





# Google Ads

| Campaign                                                                                                                         | Campaign        | Impr.   | Interactions                      | Interaction rate | Avg. cost | Cost      | ↓ Conversion | Cost / conv. | Conv. rate | Conv. value | Conv. value / cost |
|----------------------------------------------------------------------------------------------------------------------------------|-----------------|---------|-----------------------------------|------------------|-----------|-----------|--------------|--------------|------------|-------------|--------------------|
|  <a href="#">PMAX - Impact22</a>                | Performance Max | 24,679  | 6,473 Clicks, engagements         | 26.23%           | €0.10     | €637.43   | 726.42       | €0.88        | 11.22%     | 3,801.37    | 5.96               |
| Learnn - GA4 (web) generate_lead                                                                                                 |                 | —       | —                                 | —                | —         | —         | 467.16       | —            | —          | 467.16      | —                  |
| Learnn - GA4 (web) purchase                                                                                                      |                 | —       | —                                 | —                | —         | —         | 259.26       | —            | —          | 3,334.21    | —                  |
|  <a href="#">[Video] Impact22</a>             | Video           | 103,963 | 23,796 engagements, views         | 22.89%           | €0.02     | €459.96   | 25.00        | €18.40       | 0.11%      | 47.00       | 0.10               |
| Learnn - GA4 (web) generate_lead                                                                                                 |                 | —       | —                                 | —                | —         | —         | 23.00        | —            | —          | 23.00       | —                  |
| Learnn - GA4 (web) purchase                                                                                                      |                 | —       | —                                 | —                | —         | —         | 2.00         | —            | —          | 24.00       | —                  |
| Total: All but removed campaigns in your ...  |                 | 128,642 | 30,269 Clicks, engagements, views | 23.53%           | €0.04     | €1,097.39 | 751.42       | €1.46        | 2.48%      | 3,848.37    | 3.51               |
| Total: Account                                |                 | 198,799 | 48,234 Clicks, engagements, views | 24.26%           | €0.06     | €2,705.74 | 1,765.16     | €1.53        | 3.66%      | 16,839....  | 6.22               |

**Ma alla fine  
come è andata?**

# ROAS 1.01



| Campagna                                      | Contatti                        | Budget                   | Acquisti                      | Costo per acquisto                   | Conversioni degli acquisti            | Importo speso                | ROAS (ritorno sulla spesa pubblicitaria)... |
|-----------------------------------------------|---------------------------------|--------------------------|-------------------------------|--------------------------------------|---------------------------------------|------------------------------|---------------------------------------------|
| IMPACT - CBO - purchase - Learnn - broad ...  | 1111 <sup>[2]</sup>             | € 1000,00<br>Giornaliero | 545 <sup>[2]</sup>            | € 15,11 <sup>[2]</sup>               | € 6648,81 <sup>[2]</sup>              | € 8234,36                    | 0.81 <sup>[2]</sup>                         |
| IMPACT - ABO - purchase - Learnn - broad ...  | 2923 <sup>[2]</sup>             | Uso del budget ...       | 1750 <sup>[2]</sup>           | € 14,98 <sup>[2]</sup>               | € 22.280,35 <sup>[2]</sup>            | € 26.221,86                  | 0.85 <sup>[2]</sup>                         |
| IMPACT - CBO - purchase - Learnn - broad ...  | 1173 <sup>[2]</sup>             | € 1000,00<br>Giornaliero | 596 <sup>[2]</sup>            | € 13,90 <sup>[2]</sup>               | € 7525,48 <sup>[2]</sup>              | € 8284,81                    | 0.91 <sup>[2]</sup>                         |
| IMPACT - CBO - purchase - creator - aud cr... | 1226 <sup>[2]</sup>             | € 1000,00<br>Giornaliero | 618 <sup>[2]</sup>            | € 13,36 <sup>[2]</sup>               | € 7605,06 <sup>[2]</sup>              | € 8257,34                    | 0.92 <sup>[2]</sup>                         |
| IMPACT - ABO - purchase - Learnn - broad -... | 736 <sup>[2]</sup>              | Uso del budget ...       | 342 <sup>[2]</sup>            | € 12,99 <sup>[2]</sup>               | € 4221,43 <sup>[2]</sup>              | € 4442,82                    | 0.95 <sup>[2]</sup>                         |
| IMPACT - ABO - purchase - Learnn - broad ...  | 1416 <sup>[2]</sup>             | Uso del budget ...       | 802 <sup>[2]</sup>            | € 11,89 <sup>[2]</sup>               | € 10.055,83 <sup>[2]</sup>            | € 9535,45                    | 1.05 <sup>[2]</sup>                         |
| IMPACT ULTIME ORE - CBO - purchase - cr...    | 117 <sup>[2]</sup>              | € 4000,00<br>Giornaliero | 74 <sup>[2]</sup>             | € 11,14 <sup>[2]</sup>               | € 923,98 <sup>[2]</sup>               | € 824,29                     | 1.12 <sup>[2]</sup>                         |
| IMPACT - ABO - purchase - Learnn - retarge... | 55 <sup>[2]</sup>               | Uso del budget ...       | 43 <sup>[2]</sup>             | € 10,90 <sup>[2]</sup>               | € 617,92 <sup>[2]</sup>               | € 468,76                     | 1.32 <sup>[2]</sup>                         |
| IMPACT - ABO - purchase - creator - aud cr... | 1040 <sup>[2]</sup>             | Uso del budget ...       | 524 <sup>[2]</sup>            | € 10,45 <sup>[2]</sup>               | € 7096,86 <sup>[2]</sup>              | € 5473,19                    | 1.30 <sup>[2]</sup>                         |
| IMPACT ULTIMI GG - CBO - purchase - crea...   | 536 <sup>[2]</sup>              | € 2000,00<br>Giornaliero | 354 <sup>[2]</sup>            | € 9,94 <sup>[2]</sup>                | € 4528,46 <sup>[2]</sup>              | € 3518,02                    | 1.29 <sup>[2]</sup>                         |
| Risultati di 27 campagne ⓘ                    | 15.975 <sup>[2]</sup><br>totali |                          | 8810 <sup>[2]</sup><br>totali | € 12,63 <sup>[2]</sup><br>per azione | € 112.017,71 <sup>[2]</sup><br>totali | € 111.274,44<br>Spesa totale | 1.01 <sup>[2]</sup><br>Media                |



# Break-even

# ~~Break even~~

# SaaS

**13.000 studenti**  
**~35% retention**  
**4.550 rimarranno**



# **Perché ne è valsa la pena**

**1. Siamo un SaaS e probabilmente andremo in profit in futuro**

**2.**

**3.**



# **Perché ne è valsa la pena**

- 1. Siamo un SaaS e probabilmente andremo in profit in futuro**
- 2. Buzz social e awareness**
- 3.**

# **Perché ne è valsa la pena**

- 1. Siamo un SaaS e probabilmente andremo in profit in futuro**
- 2. Buzz social e awareness**
- 3. Abbiamo imparato un sacco di cose ;)**

# Grazie per l'attenzione



**Clara Marziali**

User & Partnership @ Learnn

 [link-profilo-linkedin.it](https://www.linkedin.com/company/learnn/)



**Susanna Rosa**

Growth Manager @ Learnn

 [susannarosa\\_](https://www.instagram.com/susannarosa_)

 [linkedin.com/in/susannarosa/](https://www.linkedin.com/in/susannarosa/)

# Ci sono domande?



Lasciami un  
feedback

