

Time-saving sequential storytelling leads to lower CPA for Pearson

Challenge and approach

Creative filtering combined with Geo-targeting and Storytelling to deliver:

- Multi-funnel messaging in a sequence across 4 countries in 4 languages using one data feed
- Hundreds of ads generated using only 6 templates

Results

Increased sales from personalised ads

42%

Lower CPA than target

Time efficiencies

40+

Hours saved per month from automatic updates

To learn more about advanced creative solutions, connect with [FiveStones](mailto:info@fivestones.net) at info@fivestones.net



Studio

Thailand

Philippines

Vietnam

Indonesia

Cách làm chủ ngôn ngữ của thế giới

Tìm hiểu thêm

Pearson

- 4 different countries
- 3 audiences per country
- 4 messages per country
- 6 creative sizes
- 5 different languages

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