DIGITAL COAST MEDIA • CLIENT CASE STUDY

Turning Ad Spend Into Long-Term Revenue

How a full-funnel Google Ads & Meta Ads rebuild turned a stalled, brand-dependent K-12 EdTech account into a scalable, multi-channel acquisition engine.

Industry: Subscription EdTech (K-12 Math) | Channels: Google Ads, Meta Ads | Engagement Window: 4+ months

AT A GLANCE

$73K Total Ad Spend Invested	**~4.9x** Projected Return on Spend	**$362K** Projected Customer LTV
788 New Paying Customers	**20%** Free Trial-to-Paid Rate	**$257** Avg. Customer LTV

"We're Not for Everyone — Just the Ones Who Want to Win."

THE CHALLENGE

A Growth Plateau Hiding Behind Bad Data

Our client, a subscription-based online math education platform serving K-12 students, had hit a growth plateau. Two structural issues were holding the account back:

- Broken revenue visibility. Conversion tracking wasn't capturing real transaction values — every purchase was recorded with a static value instead of reflecting the platform's actual tiered subscription pricing. That made it impossible to know which campaigns were truly profitable.
- Brand-dependent growth. Close to 90% of conversions were being driven by branded search terms — meaning the account was mostly capturing demand that already existed rather than

generating new customers.

OUR APPROACH

Rebuild the Foundation, Then Scale

We started with a full account audit and rebuilt the conversion tracking foundation so every purchase recorded its true, dynamic transaction value across the platform's subscription tiers. With accurate revenue data finally flowing into the account, we restructured campaigns to reduce reliance on brand terms, layering in strategic audience targeting to responsibly grow new-customer acquisition alongside the brand campaigns that were already performing well. We later extended the strategy to Meta Ads, adding a second acquisition channel on top of Search.

Currency note: Both the Google Ads and Meta Ads accounts bill spend in AUD, while purchase revenue is tracked in USD (the currency customers are actually charged in). AUD figures below are converted at an approximate rate of 1 AUD ~ 0.70 USD; USD figures are shown as recorded.

THE RESULTS

Google Ads (March–June 2026)

Metric	Result
Ad spend	**$65,909 USD (A$94,155)**
Purchase conversions	**544**
Free trial sign-ups	**4,886**
Purchase revenue recorded	**$43,408 USD (tracked directly in USD)**
Average order value	**~$80 USD per new membership**
Cost per conversion	**$12.22 USD**
Average CPC	**$0.61 USD**
Free trial-to-paid close rate	**20% actual**

Meta Ads (Most Recent 2 Months)

Meta was layered in as a second channel across prospecting, lookalike, and retargeting campaigns:

Metric	Result
Total spend	**$7,438 USD (A$10,626)**
Leads generated	**1,303**
Purchases generated	**244**
Cost per result	**$4.84 USD (broad prospecting) to $15.32 USD (retargeting purchases)**

Combined Channel Totals

Metric	Result
Total ad spend	**$73,347 USD**
Total conversions	**6,977 (788 purchases + 6,189 free trial / lead sign-ups)**
Total purchase revenue	**~$62,890 USD ($43,408 recorded on Google Ads + an estimated $19,482 on Meta)**
Blended cost per conversion	**~$10.51 USD**

PROJECTED LONG-TERM VALUE

Modeling the Pipeline Conservatively

Free trials are the client's primary funnel, so their real value plays out beyond the immediate reporting window. To stay conservative, we modeled the pipeline at a 10% trial-to-paid conversion rate — half the client's actual 20% close rate:

- 6,189 total free trial / lead sign-ups across both channels x 10% conservative conversion ~ 619 additional paying customers, worth an estimated $49,421 USD in additional revenue at the average order value above.
- Combined with the 788 memberships already recorded across Google and Meta, that's roughly 1,407 total paying customers generated over the period.
- At the client's average customer lifetime value of $257 USD, that pipeline represents an estimated $361,599 USD in projected lifetime value — even using the conservative 10% assumption rather than the client's actual 20% close rate.

619	1,407	$361.6K
Conservatively Modeled Additional Customers	Total Paying Customers Generated	Projected Lifetime Value Pipeline

THE BOTTOM LINE

Because the account now tracks real revenue by subscription tier, the client can finally see which campaigns are actually driving profitable growth — not just click volume. Paired with a healthier brand and non-brand mix and a second channel in Meta Ads, that visibility moved the account from a stalled, brand-dependent state to a real, scalable, multi-channel acquisition engine, with a conservative six-figure lifetime value pipeline to show for it.

Curious What This Could Look Like for Your Business?

Digital Coast Media builds strategy-led growth systems across paid media, web, and creative — with the tracking and reporting to prove what's actually working. Let's talk about your account.

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