



ProfenPoche

Prof en Poche is the personal tutor that helps pupils to learn faster.

Challenge

- ▶ Prof en Poche used **time-wasting processes** to convert clients. They called independently each student/parent that filled a form on their app to convince them to pay.
- ▶ They did not track the user journey and had **no analytics** nor SEO strategy to target new clients.
- ▶ Their main issue was to **automate processes**. That implied to know way better their **user journeys** to **target** at the right time the right person. At the end, automation and analytics should **increase their conversion rate**.

Solution

>12-hour work in 1-to-1 with a Growth Expert to set up tools



Automation

- > Receive a Slack message when someone registers
- > Send automatic texts to students

Zapier, Slack, Full contact, Twilio



Track User Journey

- > Place "events" on datas to track user journeys
- > Track users 1-to-1 (who opened the app in the last 2 days)

Google Analytics, MixPanel



Increase Conversion Rate

- > A/B testing of Landing Pages to see the best conversion rate

Instapage



Target more efficiently

- > Increase budget on campaign that works the best
- > Retarget specifically visitors that did a particular action
- > Send automatic text messages to convince students to give their parent's number

Facebook Pixel

Results

- ▶ **8 tools implemented** (Google Analytics, Mixpanel, Instapage, Zapier, Twilio, Adespresso...)
- ▶ **x3 more leads/ day** From 5 to 15 new leads per day
- ▶ **-40% on CAC** From €40 to €25 to acquire a new client, and -50% on UCA (User Acquisition Cost from 0,2€ to 0,12€)