



LlamaCuba, the best
telecommunication services
for Cuba.

They provide affordable telecommunication
services to the Cuban Community.

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About LlamaCuba

LlamaCuba was founded in 2009 in Miami by a group of young cuban entrepreneurs.

LlamaCuba's mission is to provide the Cuban Community residing in the United States, Canada and Europe with state-of-the-art yet affordable telecommunication services so they can always stay in touch with their friends and families in cuba.

Llamacuba sells its services both to the end customer and resellers. The company is currently working on expanding its business into travel and news and aims to become a one stop destination for any service related to Cuba. As part of these efforts, they opened LlamaCuba Travel and Cuba en Directo, which will be a big focus of the company throughout 2019 and 2020.

LlamaCuba hired Zebra Advertisement because they wanted to increase the customer base of their company and increase the market awareness of their brand.



Introduction

After performing an **initial analysis**, we identified the following areas of improvements :



1. The cost per conversion was at **\$2.25**. A conversion consisted in the generation of a new client either through the website, a call originated from the website or an app download. There seemed to be room to **slightly decrease this cost**.
2. The company had recently completed the **launch of the second version of their new app** and needed to push more download at a better cost.
3. The company needed to reach more people with their current budget. The company spent \$39,983.67 in the previous 12 months to **reach 1,418,774 people**.
4. LlamaCuba was bidding using **Max CPC** as their bid type. They believed it was the best bid type to reach as many people as possible within their budget. Their strategy was based on the assumption that once people would know about LlamaCuba, it would be easy to convert them because of their better offers and, therefore, generating traffic should have been the key goal.

LlamaCuba had **clear goals** in mind:



1. Increase the customer base of the company.
2. Reduce the cost per conversion and generate 20% more customers with the same marketing budget.
3. Increase the brand awareness of the company and reduce the cost per person reached by their marketing campaigns.

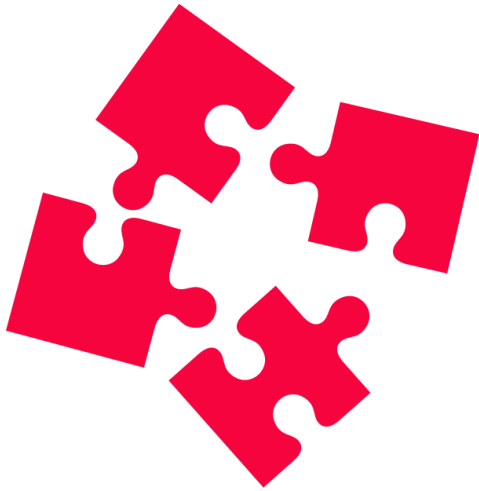
Marketing Strategy

After identifying the reasons of LlamaCuba's poor performance, Zebra Advertisement decided to implement the following **strategies**:



1. Our first action was to actually implement a gradual switch from a **Max CPC strategy to a CPA strategy**. We believed that CPA strategies would deliver a better cost per acquisition and the same visibility of Max CPC campaigns. The biggest difference between the two campaign types would be in who would actually see the ad. As we explained the client, CPA strategies deliver our ads to people that are more likely to convert and, therefore, the views are going to be much more qualified.
2. We decided to breakdown the campaigns in **five main categories**: Click to call campaigns, Search campaigns, Remarketing campaigns via the Display network, Custom Intent campaigns through the Display network and App Download campaigns. This approach gave us the opportunity to better control the budget and increase it where we saw results right away.
3. Each of the campaign types above was initially targeting their service of purchasing minutes to call Cuba. However, the market suffered a big change between 2018 and 2019 due to the **fragile political situation in Cuba**. Ever since that change, the goal of every business competing in the telecommunication industry in Cuba moved toward **recharging phone credit on mobile phones** located in Cuba. This meant that we had to readapt all of the campaigns while still meeting all the goals that were agreed upon at the beginning of the collaboration between Zebra Advertisement and LlamaCuba. This was done by **re-using the existing campaigns rather than creating new ones** and taking advantage of the existing campaigns' history. Any other approach would have caused the campaigns to go through a whole new learning phase which would have certainly increased our cost per click and consequently the cost per acquisition.

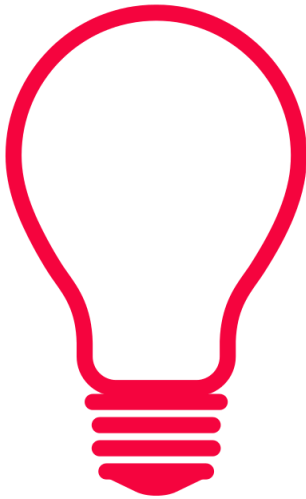
4. We worked on opening up **new market segments** by targeting people that were looking to ship packages to Cuba. We knew that these customers were people that could have easily used our services since they had family in Cuba. We, therefore, started displaying our ads for people that were in the market for this type of services. The campaign was **quite successful** and it allowed to **boost our brand awareness** as well as **generate more clients**.



Challenges encountered

1. Scale up an account using a combination of different Google campaign types rather than just by increasing the budget.
2. Dealing quickly with the evolving needs of a business due to the fragile economic situation of Cuba and maintaining good performance through that situation.

Zebra Helped Through Innovation



1. We added app download campaigns to our mix and generated over **8,000 new clients**. We then created pop up notifications to generate repeat business through the app.

This campaign was a big success and definitely helped the firm increase its reach in a competitive market. The App Download campaign alone generated **over 1,953,116 impressions** with just over \$7,000 invested.

2. This meant that we had to restructure the account at least 4 times throughout the year. Instead of creating new campaigns every time the political situation required to, we worked on the existing campaign to take advantage of the campaign history. This saved us from having a complete re-learning and speeded up the process to get toward the optimal account metrics.

Results

From June 2018, we started to work for LlamaCuba, and the company increased significantly.

Clicks ▼ 90.8K ↑ 31.7K	Conversions ▼ 26.4K ↑ 8.87K	Cost / conv. \$1.96 ↓ \$0.29	Cost \$52.2K ↑ \$12.2K
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Clicks, conversions and cost increased while the cost per conversion decreased. This is a **great result** but it stands out even more if we look at a few percentages:


- Impressions increased by **116%**
- Clicks increased by **54%**
- Conversions increased by **51%**
- The cost per conversion decreased by **13%**
- The cost per click decreased by **15%**

All of that was achieved with an increased cost of just 31%. This is amazing because it means that our efficiency went through the roof.




As part of our goal to increase the awareness of LlamaCuba in the market, we generated **3,075,986 impressions** which is more than double that was achieved over the previous 12 months.

↓ Clicks <>	Impr. <>	CTR <>	Avg. CPC <>	Cost <>	Avg. pos. <>	Conversion: <>	Cost / conv. <>	Conv. rate <>	Search impr. share <>	Search lost IS (rank) <>
90,834 (+53.56%)	3,075,986 (+116.81%)	2.95% (-29.17%)	\$0.57 (-15.03%)	\$52,168.45 (+30.47%)	2.5 (+20.55%)	26,356.71 (+50.68%)	\$1.96 (-12.73%)	29.25% (-2.32%)	22.15% (+65.00%)	59.25% (+112.25%)



We generated over **8,000 new clients** with the App Download campaigns. This campaign was a big success and definitely helped the firm increase its reach in a competitive market. The App Download campaign alone generated over **1,953,116 impressions** with just over \$7,000 invested.



Reallocating the budget across the different campaign types and showing LlamaCuba that growth can be achieved by differentiating the marketing mix within Google is giving us the opportunity to nearly double the budget over the next 12 months.

LlamaCuba now has a scalable model that could instantly increase performance by leveraging the 78% of the market that we are still not serving because of our ad rank and budget.

THANK
YOU

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