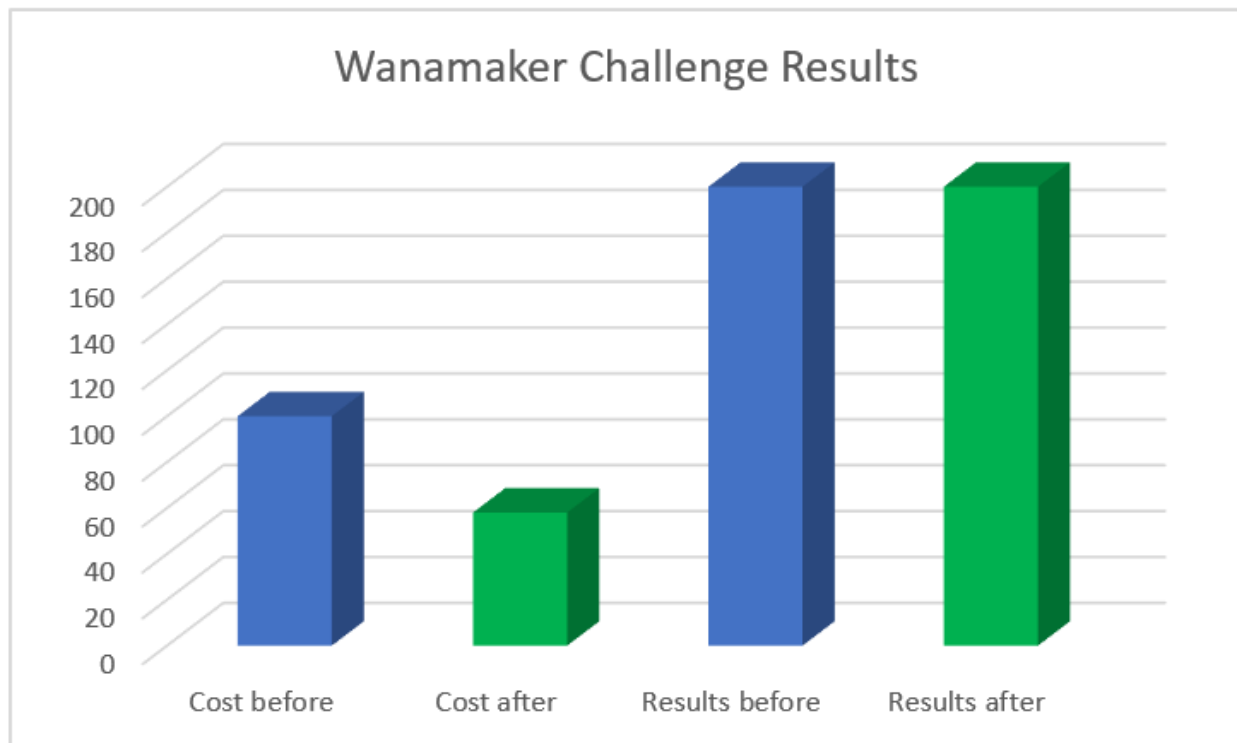




Wanamaker Challenge
Confidential Case Study
Advertising Loss-Recovery
2018 - 2019



Google Ads

42.00% Reduction in Ad Costs
0.00% Reduction in Results

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Phase I - Google Ads, Waste Reduction

On April 23, 2018, Marketing Instructor Benny Traub was commissioned to do a short-term analysis of two Google Ad accounts owned by **LM Global**, related to the domains; PerfectLens.ca (Canadian market) and PerfectLensWorld.com (US market).



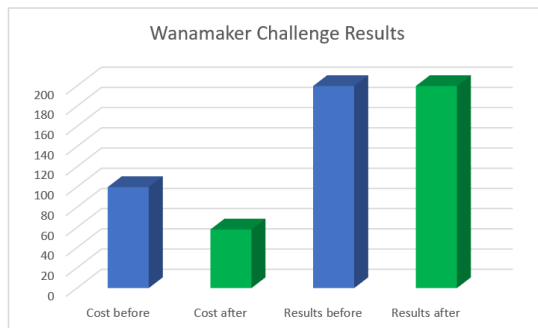
Both eCommerce sites sell popular-brand contact lenses to the consumer market.

The objective of the assignment was to identify granular components of existing ad campaigns which were unnecessarily costing the company money (wasted advertising dollars).

During the research phase, Mr. Traub identified over four hundred such components.

Changes were implemented to the ad campaigns.

Results were initially measured daily for 4 weeks, providing empirical evidence that 42% of the ad budget had been recovered without any drop in results. Tracking continued for additional months, further confirming that the budget modifications had reduced waste and without reducing positive results.



The optimization program was handed over to internal staff members of LMG, who have continued with the strategy with minimal guidance by Mr. Traub.

After an initial review period, management was confident that the savings were repeatable and consistent.

The company used the recovered ad dollars to retain Mr. Traub's team to conduct other marketing strategies, including a long-term SEO program. (See [press release](#)).

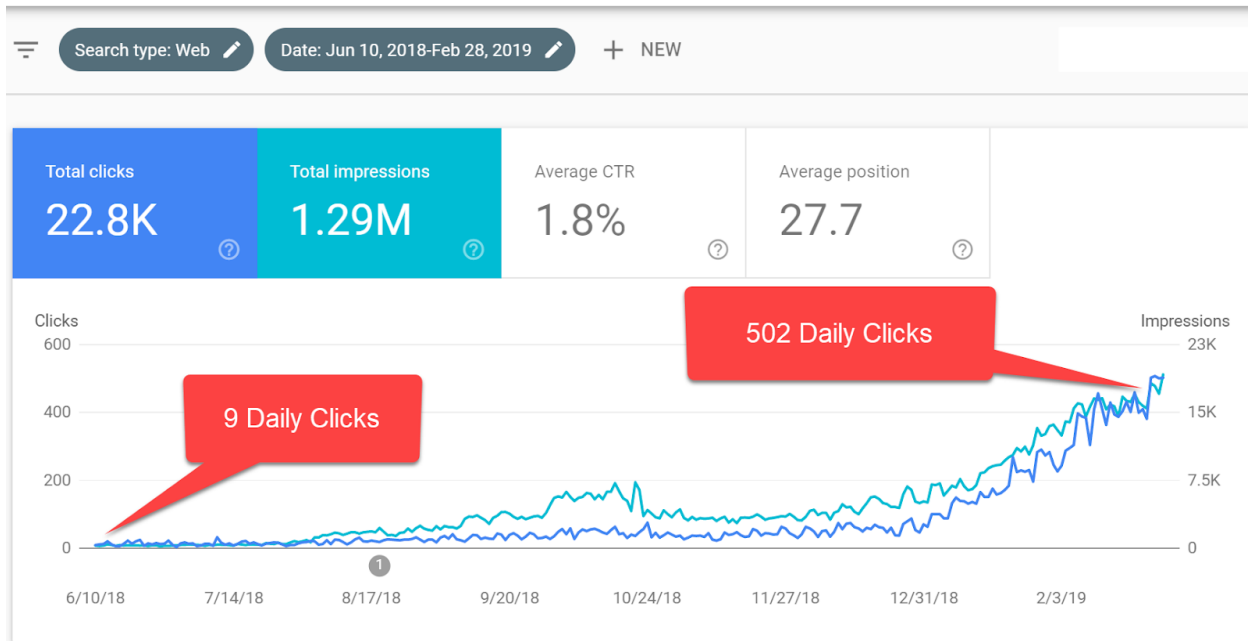
The ad-budget recovery process described above has now become known as the 'Wanamaker Challenge', in deference to John Wanamaker. In the early 1900's, John Wanamaker owned a chain of department stores. He advertised heavily but believed that much of his ad budget was wasted. Mr. Wanamaker's famous quote lives on; *"Half the money I spend on advertising is wasted; the trouble is, I don't know which half."* The processes of the Wanamaker Challenge are designed to identify and eliminate this waste.

Phase II - Subsidized SEO

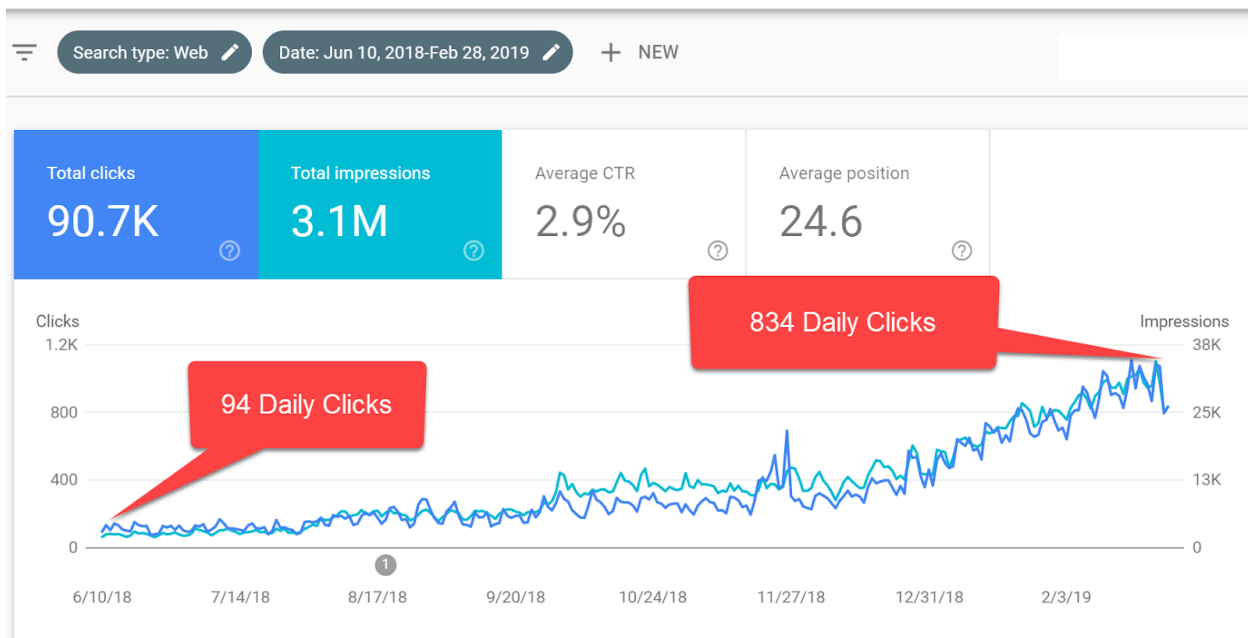
LM Global's new SEO program, under Mr. Traub's guidance, began at the start of June, 2018. The objective was to obtain additional free traffic from Google and other search engines. Since significant budget had been recovered from wasted advertising, the cost of the SEO program was subsidized by these savings.

Organic traffic improvements shown below are as of February 28, 2019, nine months into the campaign.

www.perfectlensworld.com:



www.perfectlens.ca:



Next Steps for You

If you are interested in participating in a program similar to the above, here are the next steps;

1. Marketing Instructor, Benny Traub, will personally oversee an optimization analysis of qualified digital advertising accounts (Google Ads or Facebook ads) and estimate how much money can be recovered without reducing results. (There is no charge for this service).
2. If waste reduction is possible, and with your participation, Mr. Traub will then apply his methodology to your ad account(s), resulting in immediately-verifiable recovery of wasted ad dollars.
3. Your recovered ad dollars are now 'found money' which can be applied to content marketing or organic traffic-generation strategies which Mr. Traub will orchestrate for you risk-free.

NOTE: Participation in the Wanamaker Challenge does not require advertisers to abandon existing ad agency relationships.

Interested parties may inquire at inquires@wanamakerchallenge.com with the following information:

- Website currently being promoted
- Brief description of campaigns (e.g. search, dynamic remarketing, shopping, video, etc.)
- Name, company & phone number