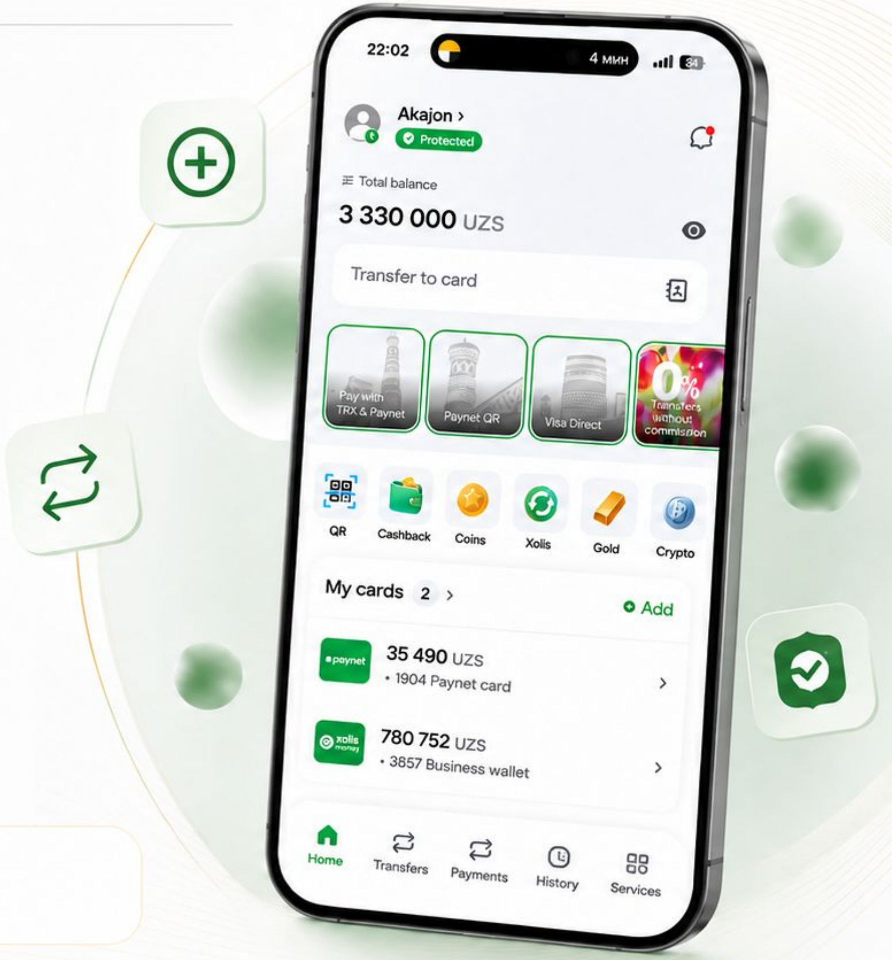
TAF! 26 AWARD ENTRY

Grow more, spend less

How Paynet rebuilt its performance marketing, halved customer acquisition costs, and continued to grow its paying user base.



The goal wasn't to buy more growth — it was to make growth itself more efficient.

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02 How to scale marketing without increasing costs?

CHALLENGE

Close the gap
in internal marketing
resources.

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RESULT

Lower customer acquisition costs
and continue growing
the number of paying users
without increasing overall
marketing spend.

−47,8%

Cost of acquiring
a new paying user

Reduced cost*

−25,2%

Total marketing spend

Reduced spend while maintaining growth*

+41,3%

Number of paying users
per month

Grew without increasing budget*

* compared to the equivalent period with the previous agency

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03 Performance requires production speed

57
master creatives / month

24 master banners

33 master videos

1,000+
creative assets every month

Performance • Media • OOH • Airport

972
resizes / month

745 banner adaptations

227 video adaptations

Data → Hypothesis → Creative → Test → Results → Next iteration

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04 Creatives in motion

Creatives drive growth

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05 Built the internal team in parallel

270	→	~80	→	20	→	4
resumes		interviews		shortlisted		hired

Initially planned for 6 roles; demand disappeared for 2 of them, and all 4 remaining roles were successfully closed.

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06 Growth became more efficient

−47.8%
CAC

−25.2%
Total marketing spend

+41.3%
Monthly paying users
Exact figures are confidential.

~50% below target
CAC across performance channels

Methodology: Total marketing spend = Media spend + Agency commission + Production + Internal team salaries*

*compared to the equivalent period with the previous agency

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Paynet didn't have to choose between growth and efficiency