 EDUCATION

Cluey Learning Finds Parents Looking for Tutoring Services at Scale While Meeting Cost Per Acquisition Targets



"Taboola's account managers have helped us scale our campaigns, and effectively react to times of seasonal or competitive change. They've taken our feedback to the product team, helped Cluey test beta products, made creative recommendations, and crucially assisted with helping get creatives live on publisher sites on the open web."

- **James Stewardson**, Growth Manager, Cluey Learning

Up to 15%

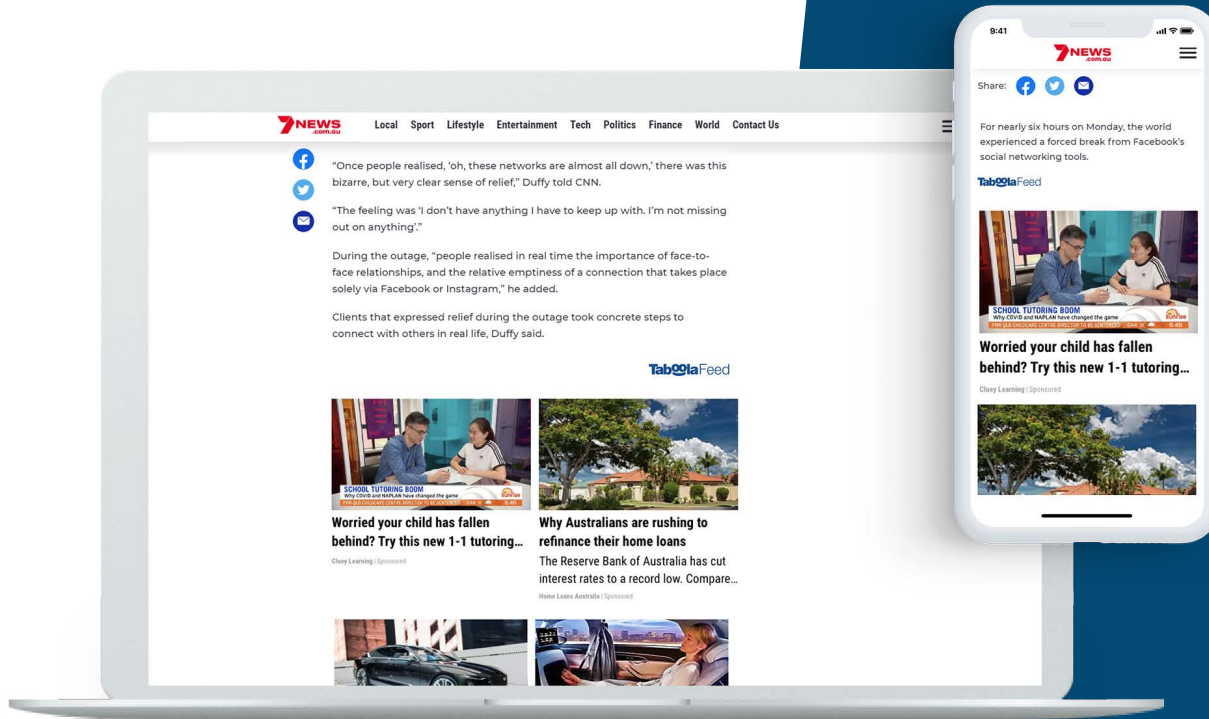
Of All Cluey Website Traffic Comes From Taboola

40%

Lower Customer Acquisition Cost(CAC) than Target with Motion Ads

70%

Lower Cost-Per-Lead (CPL) than Target with Taboola Attentive Audiences



COMPANY

Cluey Learning delivers a personalised, face-to-face online tutoring experience for students in Years 2-12, across Maths, English and Chemistry. [Click here](#) to learn more.

CHALLENGE

Reach parents looking to enroll children in online personalised school tutoring at scale, while meeting CAC targets.

SOLUTION

Work with **Taboola** to launch sponsored content, Motion Ads, and retarget attentive audiences.

RESULTS

Up to 15% of all **Cluey** website traffic now comes from **Taboola**, and the addition of **Taboola's** attentive audiences has allowed them to achieve a CAC 40% lower than their goal.

Cluey Drives Engaged Site Traffic While Meeting Cost Per Acquisition Targets

Introduction

Cluey Learning (Cluey) delivers a personalised, face-to-face online tutoring experience for students in Years 2-12, across Maths, English and Chemistry.

They make learning support accessible and convenient so that tutoring can be booked at a time that suits each child's schedule. Learning sessions take place live and online via **Cluey's** learning platform, which means students can log in from the comfort of home and work with their expert tutor without interrupting the family schedule.

All of their content is mapped to the Australian National Curriculum and is based on the unique learning needs of each individual. In this way, **Cluey** programs cover the topics each student is learning in class and specifically addresses each child's challenges. All sessions are recorded and can be re-watched for future reference, and parents can see what their child has learned.

Thanks to the online nature of our approach, we're able to source, train and quality check the best tutors from around Australia and make them available to any student, regardless of whether they live on a farm, in a big city, or in a small town between Milly Milly and Murgoo.

Cluey has provided over 458,000 learning sessions to more than 17,832 students through more than 1,450 expert tutors to date.



Cluey Works with Taboola to Hit Brand Awareness and Performance Goals While Hitting CAC Targets

As a new EdTech startup looking to grow rapidly, **Cluey** is always searching for partners to help them scale and reach new customers efficiently.

In order to reach new consumers across premium publisher sites on the open web, **Cluey** began working with **Taboola** in 2018 with the main goal of attracting parents looking to enroll their children in online personalised school tutoring.

Over time, **Taboola's** audiences, targeting tools, ability to drive unique visits and convert potential customers on the **Cluey** website, all while meeting their target CAC, made **Taboola** an ideal media partner for **Cluey**.

Cluey now works with **Taboola** as an incremental channel, using **Taboola** to drive new visits to the **Cluey** website, grow their cookie pool, and increase brand awareness and engagement all whilst hitting their CAC targets.

Today, **Taboola accounts for up to 15% of all website traffic** to clueylearning.com.au.

To optimize their campaigns for success, **Cluey** used the **Taboola** Pixel, which allows advertisers to understand the actions people take on their site and to optimize marketing campaigns towards desired and valuable actions. The **Taboola** Pixel helped **Cluey** segment audiences, exclude irrelevant audiences, and retarget strategically, all while increasing the effectiveness of their campaigns.

Cluey also leverages Smart Bid, **Taboola's** automated bidding platform, designed to improve advertiser campaign performance instead of manual bidding. For each impression, Smart Bid uses campaign and **Taboola's** network conversion data to predict how likely a user is to convert and adjust the bid accordingly.

Taboola's Lower's Cluey's Customer Acquisition Cost with Motion Ads and Attentive Audience Targeting

In order to further decrease their CAC, **Cluey** worked with **Taboola** to implement Motion Ads, 15 second moving ads that are designed to help advertisers gain more conversions and scale. The addition of Motion ads to **Cluey's** campaign reduced CAC by 40% in just three months.

Cluey also leveraged **Taboola's** attentive audience retargeting to further optimize their campaigns. An attentive audience is a group of users that have spent a significant amount of time on an advertiser's website, but haven't yet converted. Customer behaviors such as number of recurring visits, time spent on site etc. were measured by our algorithm and the strength of these behaviors were used to define an attentive audience specific to **Cluey's** campaign.

The implementation of attentive audience campaigns allowed them to achieve a **CPL at 70% below their target** over the span of three months.

Cluey has plans to soon launch in New Zealand, and **Taboola** is firmly in their plans to help grow their business in this new region. They look forward to continuing to test new products with **Taboola** as an innovative technology partner.