PAID ADS CASE STUDY · OCT 2025 – OCT 2026

Taking a SaaS LMS to the international market

How I built the funnel, tracking and Google Ads campaigns that put Klasio in front of course creators searching for TutorLMS, Teachable, LearnDash and LifterLMS.

MARKETER
Arif Hossain

CLIENT
Klasio
SaaS LMS product

FOCUS
International market
client acquisition

$13.9K	941K+	89K+	779	2×
ad spend managed	impressions	paid clicks	free signup clicks	CTR after relaunch

THE BRIEF

Sell a new LMS to buyers outside its home market

Klasio is an all-in-one platform for creating and selling online courses. The goal was to win international customers in a category owned by bigger, older brands. Klasio had almost no brand search volume, so every customer had to be found, not waited for.

MY APPROACH

A full paid acquisition system, built in this order

01 **Ideal customer profile**
Course creators, coaches and training businesses already paying for or comparing LMS tools.

02 **Audience and keyword analysis**
Mapped competitor and alternative searches by intent, and chose which rival brands to target first.

03 **Funnel design**
Ad, matched landing page, pricing, free signup, with retargeting for everyone who drops off.

04 **Landing pages for each journey**
Pages written for where the visitor came from, including competitor comparison pages for competitor searches.

05 **GTM and event setup**
Google Tag Manager with events for scroll depth, pricing CTA clicks, free signup clicks and key page visits.

06 **Tracking**
GA4 and Google Ads connected, so every click and on-site action can be traced back to its campaign.

07 **Ad creatives**
Image and video creatives built around the platform's features and the switch from competitor tools.

08 **Country targeting**
Campaigns aimed at chosen international markets, including a dedicated Africa campaign.

THE FUNNEL



CAMPAIGN PERFORMANCE

Full year of Google Search campaigns

One campaign per competitor, a core campaign for generic LMS searches, and a geo campaign for Africa. Bid strategies split by intent: Target ROAS on competitor terms, Maximize Conversions on core and geo.

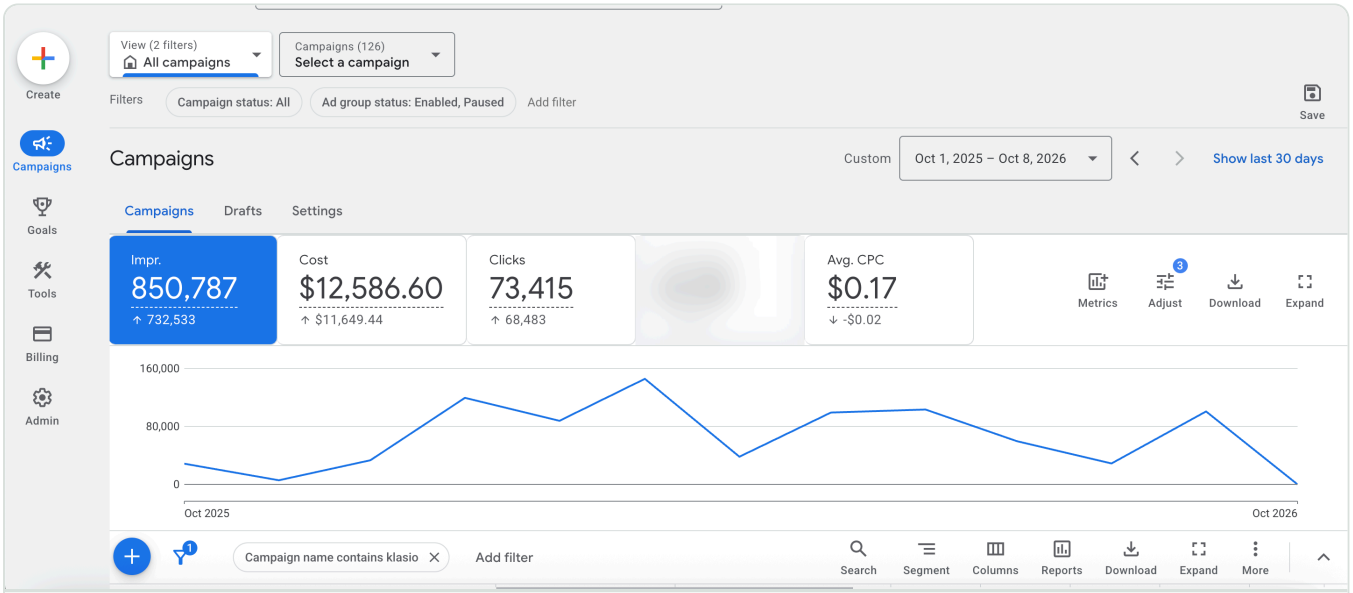
850,787
impressions

73,415
clicks

8.63%
CTR

$0.17
avg. CPC

CAMPAIGN	TARGETS	IMPR.	CLICKS	CTR	AVG. CPC	SPEND
Klasio-Main-July	Generic LMS	479,161	47,838	9.98%	$0.01	$573.11
Klasio for Africa	Geo campaign	165,565	13,999	8.46%	$0.03	$453.85
Klasio-TutorLMS	Competitor	63,904	4,284	6.70%	$0.77	$3,280.41
Klasio-Teachable	Competitor	62,506	3,079	4.93%	$1.28	$3,932.72
Klasio-learndash	Competitor	41,537	2,194	5.28%	$1.32	$2,889.12
Klasio-Lifterlms	Competitor	38,114	2,021	5.30%	$0.72	$1,457.39
Total		**850,787**	**73,415**	**8.63%**	**$0.17**	**$12,586.60**



Google Ads · campaigns filtered to Klasio · Oct 1, 2025 – Oct 8, 2026

OPTIMIZATION

The relaunch doubled CTR and halved CPC

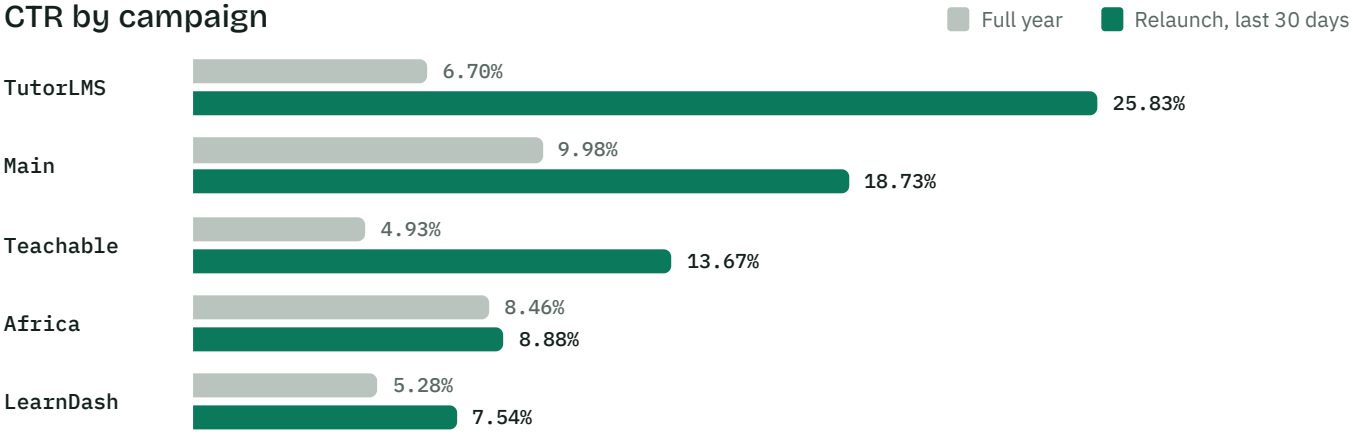
I paused the weak campaigns, kept the winners and relaunched them in September 2026 with tighter keywords, country targeting and the new tracking in place.

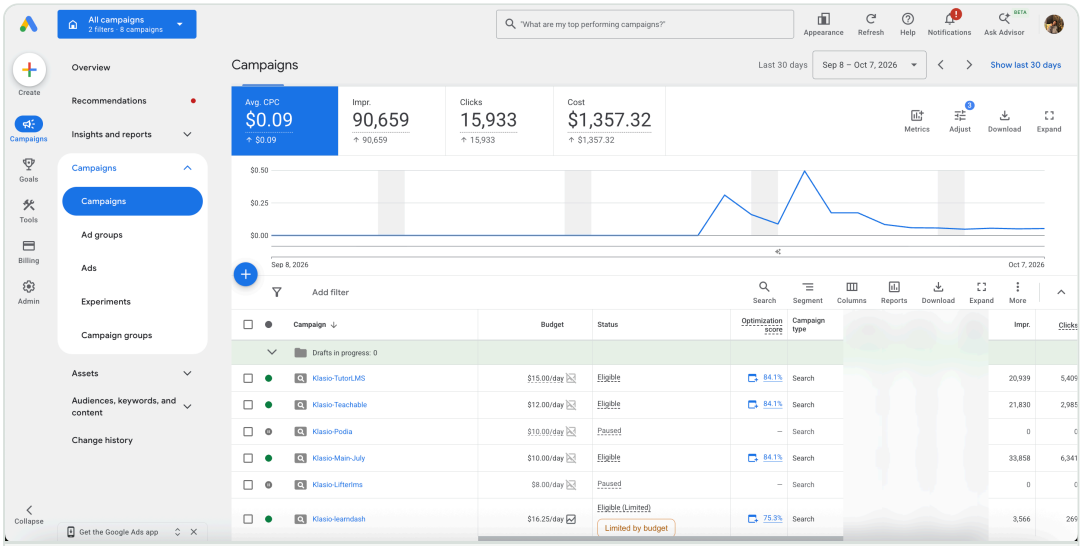
17.57%
blended CTR, up from 8.63%
15,933 clicks / 90,659 impr.

$0.09
avg. CPC, down from $0.17
$1,357.32 spend

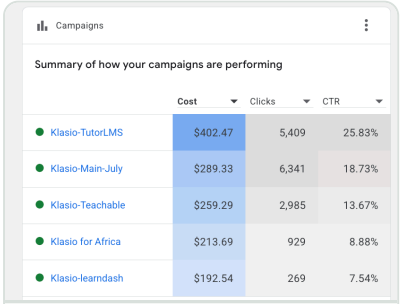
3.9×
TutorLMS CTR lift
6.70% → 25.83%

CTR by campaign

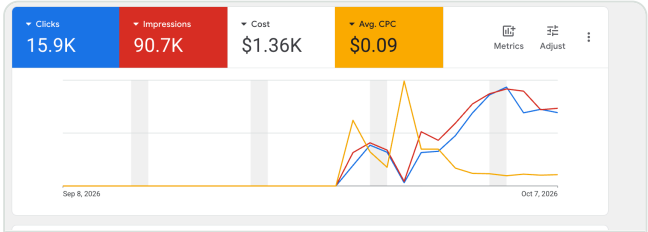




Google Ads · relaunched campaigns · Sep 8 – Oct 7, 2026



Top campaigns by spend · last 30 days



Clicks and impressions climbing as CPC falls

Reading what visitors do, then acting on it

The GTM events feed seven behavior-based audiences in GA4. Each one tells me how close a visitor is to signing up, and each gets its own next step.

14,581
total users
+149% period over period

2,139
visited /pricing
14.7% of users

707
clicked a pricing CTA
33% of pricing visitors

779
clicked free signup
5.3% of all users

Audience name	Description	Total users	% Change	Created On
KL - No scroll or click (exclude)		8,467	-	Sep 11, 2026
KL - 3+ sessions in 30 days, no click		330	-	Sep 11, 2026
KL - Visited /features/mobile-app, no purchase		38	-	Sep 11, 2026
KL - Visited /pricing, no purchase		2,139	-	Sep 11, 2026
KL - Clicked free signup, no purchase		779	-	Sep 11, 2026
KL - Clicked pricing CTA, no purchase		707	-	Sep 11, 2026
KL - Scrolled 60%, no purchase		1,486	-	Sep 11, 2026
New visitors	People who visited the site for the first time	14,288	↑157.0%	Jun 4, 2025
Returning visitors	People who have visited your site at least o…	848	↑45.7%	Jun 4, 2025
All Users	All users	14,581	↑148.7%	May 26, 2025

GA4 · klasio.com · audiences created Sep 11, 2026

Data-driven actions

AUDIENCE	USERS	ACTION
No scroll or click	8,467	Excluded from retargeting, so no budget goes to people who never engaged
Visited /pricing	2,139	Retarget with pricing and plan comparison creatives
Scrolled 60%	1,486	Show feature video ads to move them to pricing
Clicked free signup	779	Follow up to finish onboarding and upgrade to a paid plan
Clicked pricing CTA	707	Retarget with a free signup offer to remove the risk
3+ sessions, no click	330	High interest, no action: push demo and comparison content
Visited mobile app page	38	Test white-label mobile app messaging

RESULTS

What the system delivered

941K+	Impressions in front of course creators searching for LMS tools, mostly on competitor and category terms.
89K+	Paid clicks at a blended cost under $0.16 per click across the full year and relaunch.
2×	CTR after the relaunch: 8.63% to 17.57%, with the TutorLMS campaign reaching 25.83%.
–50%	Average CPC, from $0.17 to $0.09 after the relaunch.
+157%	New visitors to klasio.com in GA4, period over period.
779	Visitors clicked free signup, now tracked as their own audience for follow-up.

> Klasio went from no brand demand to a working acquisition engine: competitor search brings in the traffic, tracked events show who is ready, and each audience gets a different next step.

TOOLKIT

Google Ads · Google Analytics 4 · Google Tag Manager · Landing pages · Image and video creatives · ICP research · Keyword research · Audience segmentation

BUSINESS IMPACT

$2K
MONTHLY REVENUE WHEN I JOINED

→

~$10K
MONTHLY REVENUE NOW

5× monthly revenue growth

Klasio's monthly revenue grew from about USD 2,000 when I joined the growth team to around USD 10,000 a month today.

Ad and traffic figures come from the Google Ads and GA4 dashboards for the dates shown. CPC is spend divided by clicks. Revenue figures are Klasio's monthly revenue, rounded.