



# WHEN AGENCIES FAIL, WE BUILD:

## How Advertonomy Rescued The STEM Lab and Delivered 60x ROI

### Client Overview:

**Client: The STEM Lab**

**Industry: EdTech /  
STEM Education**

**Market: Pakistan**

The STEM Lab offers hands-on science, technology, engineering, and math (STEM) education for children.

Their mission is to empower the next generation of thinkers through interactive and practical learning. When their previous international marketing agency failed to deliver results, Advertonomy stepped in to rebuild, relaunch, and scale fast.

## Problem Statement

The STEM Lab faced major delays and underperformance due to an ineffective marketing partner:

- 6 months with no delivered website
- High cost per lead (Rs. 230+) using boost-only Instagram tactics
- Stagnant brand growth and low content engagement
- No digital foundation (Meta Suite, Pixel, Ads Manager setup incomplete)
- Limited city presence and low-quality leads

They needed a fast, functional, and ROI-focused partner and that's exactly what Advertonomy delivered.

# Challenges

- 6-Month Website Delay with no launch or user experience plan
- No Structured Funnel for paid lead generation or remarketing
- High CPL with Poor Conversions due to boost-only Instagram ads
- Stagnant Social Growth & Engagement
- Geographic Limitation to a single city with no scale strategy
- No Pixel, Events, or Meta Business Infrastructure

## Solutions

### 1. Rapid Website Execution

- Migrated hosting to **Hostinger**
- Delivered a fully responsive, SEO-ready site in **7 days**
- Created a **clean UI/UX** with clear program breakdowns, FAQs, and CTAs for parent-friendly navigation

### 2. Digital Ecosystem & Tracking Setup

- Set up **Meta Business Suite** with correct permissions & security
- Installed and configured the **Meta Pixel** for event-based tracking (Leads, View Content, Registrations)
- Created a performance-first ad structure using TOFU/MOFU/BOFU segmentation

### 3. Lead Generation Overhaul

- Built new campaigns from scratch by replacing all boost-post methods
- CPL dropped from Rs. 230 to Rs. 97
- Achieved 70% higher conversion rates using funnel optimization and targeted creatives
- One Rs. 9,000 ad campaign alone generated Rs. 540,000 within 3 days

## 4. Social Growth & Content Strategy

- Designed content tailored to parents, education-minded moms, and local school communities
- Executed a strategic content calendar with value-first messaging, testimonials, and visuals of real student engagement
- Grew social media by +3,500 followers in under 2 months
- Increased DM inquiries and organic registrations due to increased content credibility

## 5. Geographic Expansion Enablement

- Marketing efforts enabled The STEM Lab to expand from one city to three major cities
- Delivered 160 confirmed registrations within just 1.5 months post-campaign launch

## Outcomes & Results

| Metric               | Before Advertonomy       | After Advertonomy            |
|----------------------|--------------------------|------------------------------|
| Website Delivery     | Undelivered in 6+ months | Launched in 7 days           |
| Cost Per Lead (CPL)  | Rs. 230+                 | Rs. 97                       |
| Lead Conversion Rate | Low                      | +70% increase                |
| Cities Served        | 1                        | 3 cities (expanded) + online |

|                     |                                 |                                 |
|---------------------|---------------------------------|---------------------------------|
| Paid Campaign ROI   | Not tracked                     | Rs. 9K spend → Rs. 540K revenue |
| Social Media Growth | Flat                            | +3.5K followers in 60 days      |
| New Registrations   | Stalled                         | 160 confirmed in 1.5 months     |
| Client Satisfaction | Frustrated with previous agency | Referred 2 new clients to us    |

## Key Takeaways

- A slow agency can cost more than just time, it costs **momentum and money**.
- In just **7 days**, Advertonomy delivered what another agency couldn't in 6 months.
- Our paid strategy, content design, and CRM-ready funnels turned leads into confirmed **sales and city-wide growth**.
- With the right team, Rs. 9,000 isn't a spend, it's an investment with exponential returns.

## Why Advertonomy?

At Advertonomy, we move fast, build smart, and deliver impact at every stage. From your first pixel to your next city launch. We create ecosystems, not experiments. If you're stuck in delay, bad leads, or performance plateaus, we'll get you out and scale you up.

## BOOK A FREE CONSULTATION!

**Website :**

[www.advertonomy.com](http://www.advertonomy.com)

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**Ready to turn Rs. 9K into half a million? Let's build.**