Optimizing the infoproduct launch process: integrating the communication macrostrategy and paid traffic key performance indicators through the VERSALTO method

Otimizando o processo de lançamentos de infoprodutos: integrando a macroestratégia de comunicação e os indicadores-chave de desempenho de tráfego pago por meio do método VERSALTO

Optimización del proceso de lanzamiento de infoproductos: integración de la macroestrategia de comunicación y los indicadores clave de rendimiento del tráfico de pago mediante el método VERSALTO

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Marcos Charles Pinheiro Baltazar

Abstract

The global market, especially in the Digital Marketing area, has experienced enormous growth and a high degree of impact due to advances in technology, the growing number of smartphone users and the daily time spent using smartphones by these users. Within this market, the infoproducts sector has emerged as a specific and high-potential segment, directly connecting end consumers with information products, such as courses, mentoring, training, e-books and much more. The unique potential of this sector lies in its ability to overcome barriers that exist in other markets, making it possible to reach niche audiences and audiences on a global scale, often with low-cost operations and high return on investment (ROI). Despite the enormous potential of this emerging market, it lacks consolidated research on macro performance indicators in infoproduct operations, particularly the interaction between indicators of paid traffic operations and communication strategies, which directly affect the financial results of digital launches. In this context, this study aims to present the VERSALTO method, a

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framework designed to plan and analyze communication macro strategies and paid traffic indicators for infoproduct launches, demonstrating the interrelationship between these KPIs and the communication macro strategy, in addition to developing knowledge academic on the topic. To develop the method and demonstrate its practical application, this research analyzes two case studies with revenues exceeding 100 thousand Brazilian reais (20 thousand American dollars). Through this analysis, the interrelationship between paid traffic indicators and the communication macro strategy used in infoproduct launches was visualized. In this way, this study provides crucial insights for optimizing strategies and generating more profitable results in the dynamic digital marketing landscape.

Keywords: KPI. Marketing. Infoprodut. Online. Communication.

Resumo

O mercado mundial, especialmente na área de Marketing Digital, tem experimentado um enorme crescimento e um elevado grau de impacto devido aos avanços na tecnologia, ao crescente número de usuários de smartphones e do tempo diário de utilização de smartphones por parte desses usuários. Dentro desse mercado, o setor de infoprodutos emergiu como um segmento específico e de alto potencial, conectando diretamente os consumidores finais com produtos de informação, como cursos, mentorias, treinamentos, e-books e muito mais. O potencial único desse setor reside na sua capacidade de superar barreiras existentes em outros mercados, sendo possível atingir públicos de nicho e públicos em escala global, muitas vezes com operações de baixo custo e alto retorno sobre o investimento (ROI). Apesar do enorme potencial desse mercado emergente, esse carece de pesquisas consolidadas sobre macro indicadores de desempenho em operações de infoprodutos, particularmente a interação entre indicadores de operações de tráfego pago e estratégias de comunicação, que afetam diretamente os resultados financeiros dos lançamentos digitais. Nesse contexto, este estudo tem como objetivo apresentar o método VERSALTO, um framework projetado para planejar e analisar macroestratégias de comunicação e indicadores de tráfego pago para lançamentos de infoprodutos, demonstrando a interrelação entre esses KPIs e a macroestratégia de comunicação, além de desenvolver o conhecimento acadêmico a respeito do tema. Para desenvolver o método e demonstrar sua aplicação prática, esta pesquisa analisa dois estudos de caso com faturamento superior a 100 mil reais (20 mil dólares). Por meio dessa análise, foi visualizada a interrelação entre os indicadores de tráfego pago e a macroestratégia de comunicação empregada nos lançamentos de infoprodutos. Dessa forma este estudo contribui
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Resumen

El mercado global, especialmente en el área del Marketing Digital, ha experimentado un enorme crecimiento y un alto grado de impacto debido a los avances en tecnología, el creciente número de usuarios de smartphones y la cantidad de tiempo que estos usuarios pasan utilizando los smartphones cada día. Dentro de este mercado, el sector de los infoproductos ha surgido como un segmento específico y de gran potencial, que conecta directamente a los consumidores finales con productos de información como cursos, tutorías, formación, libros electrónicos y mucho más. El potencial único de este sector reside en su capacidad para superar las barreras existentes en otros mercados, lo que permite llegar a nichos de público y a audiencias a escala mundial, a menudo con operaciones de bajo coste y un alto rendimiento de la inversión (ROI). A pesar del enorme potencial de este mercado emergente, carece de una investigación consolidada sobre los macroindicadores de rendimiento en las operaciones de infoproductos, en particular la interacción entre los indicadores de las operaciones de tráfico de pago y las estrategias de comunicación, que afectan directamente a los resultados financieros de los lanzamientos digitales. En este contexto, este estudio pretende presentar el método VERSALTO, un marco diseñado para planificar y analizar las macroestrategias de comunicación y los indicadores de tráfico de pago para lanzamientos de infoproductos, demostrando la interrelación entre estos KPIs y la macroestrategia de comunicación, así como desarrollar el conocimiento académico sobre el tema. Para desarrollar el método y demostrar su aplicación práctica, esta investigación analiza dos casos de estudio con una facturación superior a 100.000 reales (20.000 dólares). A través de este análisis, se visualizó la interrelación entre los indicadores de tráfico pagado y la macroestrategia de comunicación empleada en los lanzamientos de infoproductos. De esta forma, este estudio proporciona insights cruciales para optimizar estrategias y generar resultados más rentables en el dinámico escenario del Marketing Digital.

Introdução

Over the last few years of the 21st century, several changes have completely affected interpersonal relationships, the whole dynamics of work in organizations and society, strongly impacting the market. One of these changes is the Internet, which, according to Pedott (2001), began to draw attention to its economic and commercial particularities, and began to attract investment from companies in order to sustain itself.

In this context, Dias (2021) points out that marketing is a resource that has been used for years but has been improved due to the new ways of selling, especially in the area of services. The acquisition of information products, together with all the changes brought about by the development of the Internet's marketing capacity, have generated a new, powerful and robust market, the Infoproducts market, which is one of the sectors experiencing one of the highest growth rates in Brazil and worldwide (LIRA, 2020).

According to Lira (2020), thinking about developing and acquiring infoproducts exceeds geographical barriers and facilitates exchange and scalability, reaching many people and, because companies and society itself are increasingly inserted into the online landscape, Digital Marketing and the marketing of infoproducts has grown and this has been noticed more consistently.

It’s in this scenario that new skills are emerging on the market and even new professions, such as paid traffic specialist for mobile devices (WEGLIŃSKA, 2018). In this market, professionals from different specialties, such as traffic managers, copywriters, co-producers, designers, programmers, support staff and salespeople, work together to successfully launch infoproducts.

In this environment, with demanding customers divided between thousands of services offered simultaneously, they cannot be treated in the same way as traditional businesses (NIGRI; MONTEIRO, 2014) and must be managed using key performance indicators and a coherent analysis methodology that allows points for improvement to be identified, which can increase the productivity of marketing activities and optimize the budget (NAHR; NOZARI, 2021), especially in the area of paid traffic, which can amplify the financial results of companies in the infoproducts market, as well as being an area that has a variety of easily collected data.

In this context, it is "essential to understand the aspects that influence the online consumer's decision-making process for a successful social media marketing plan"
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(VINEREAN, 2017, p. 33), so by collecting data correctly and analyzing it using indicators, organizations can validate, correct and develop marketing strategies.

For Vollrath and Villegas (2022) and Lovatti (2021), what is lacking in the marketing analysis literature is a conceptual and functional framework that makes the connection between the selection and use of marketing analysis to the overall marketing strategy in an organization and the development of studies that are references focused on digital launches, expanding this area of research.

In this context, this paper aims to answer the following questions:

a) develop academic knowledge on the subject;

b) develop the VERSALTO method, a framework designed to analyze and plan the macro-strategy and KPIs of paid traffic, demonstrating their correlation with digital launches of infoproducts.

In order to answer these questions, an introduction is given in section 1, which seeks to set out in advance the issues that will be discussed and the overall context of the problem addressed. Section 2 presents the main themes, sub-themes and concepts that contextualize and deepen the object of study of this work, covering topics such as the concepts of marketing, digital marketing, infoproducts and paid traffic, as well as the key performance indicators (KPIs) of paid traffic in infoproducts. Section 3 presents the study's research methodology, showing the stages in the development of the research. Section 4 discusses two case studies, looking at the strategies adopted by the organizations in their respective launches, demonstrating the application of the indicators in real cases and making a comparative analysis of the two cases, generating the appropriate insights and then proposing the VERSALTO method. Section 5 presents the conclusions of the work, as well as recommendations for future work that may be closely linked to this one or that may complement the work carried out.

Theoretical Framework

The concepts that underpin the development and construction of the work are presented here in such a way as to begin with a review of marketing as a global area of knowledge, digital marketing and its sub-areas, the 4 Ps of marketing, KPIs, infoproducts and their respective KPIs (focused on paid traffic).
2.1 Marketing

For Kotler and Keller (2006), marketing is seen as the task of creating, promoting and supplying goods and services to customers. Marketing can also be defined as planning the product-market relationship, considering the processes of creating, communicating, delivering and exchanging offers that have value for customers, partners and society, knowing the degree of attractiveness and identifying target segments. (YANAZE; ALMEIDA; YANAZE, 2022) (AMERICAN MARKETING ASSOCIATION, 2017)

2.2 Consumer Behavior, the 4 Ps of Marketing and the FoMO

For Jefkins (1987, p. 57), "a consumer is anyone who is likely to be reached by a particular advertisement". In this sense, Kotler and Keller (2012) developed a model for analyzing consumer behavior. This behavior is related to the 4 P's of Marketing, which are product, price, place (distribution) and promotion (Communications).

A product is a good or service, tangible or intangible, that can be offered to satisfy a market's desire or need (KOTLER; KELLER, 2006), whether for appreciation, acquisition or even for use and consumption (KOTLER; ARMSTRONG, 2007).

Price is the formal ratio that indicates the amount of money, goods or services needed to acquire or use a product or service (AMERICAN MARKETING ASSOCIATION, 2022) (KOTLER; ARMSTRONG, 2007).

According to the American Marketing Association (2022, p. 1), "distribution refers to the act of bringing products to consumers. It is also used to describe the extent of market coverage for a given product." For Kotler and Armstrong (2007), place is the set of organizations, involved and interdependent, in the process of offering a product for use or consumption by the consumer or user.

"Promotion includes tactics that encourage short-term buying, influence purchase evaluation and quantity, and are highly measurable in volume, share, and profit." (AMERICAN MARKETING ASSOCIATION, 2022, p. 1). According to Kotler (1998), a promotion is understood to be a set of actions that affect a particular product or service in order to stimulate its marketing or dissemination. "Examples include coupons, sweepstakes, discounts, prizes, special packaging, cause-related marketing and licensing" (AMERICAN MARKETING ASSOCIATION, 2022, p. 1).
In relation to customer behavior, according to Przybylski et al. (2013, p. 1841), the Fear of Missing Out, popularly referred to as FoMO, is defined as a generalized apprehension "that others might be having rewarding experiences from which one is absent".

2.3 Marketing Digital

Digital marketing "encompasses all the management capacity related to communication, logistics and after-sales of the product in question" (TADIOTO, 2017, p. 23). For an online product, "where every business plan is based on digital platforms, digital marketing includes all the management capacity related to communication, logistics and after-sales of the product in question" (TADIOTO, 2017, p. 23). However, for Perales et al. (2020, p. 1), Digital Marketing is an industry that has moved "from a completely creative approach to a totally data-driven methodology, thanks to the complete set of performance indicators provided by advertising platforms", such as Google Ads, Bing Ads and Facebook Ads.

2.4 Infoproduct

Within the scope of new digital ventures, a new business perspective has opened up which making use of online marketing strategies aims to make a profit by marketing content (TADIOTO, 2017) which is qualified knowledge and solutions to customers' desires (JÚNIOR; DAS CHAGAS, 2019), made available in the form of e-books, audiobooks, video lessons, podcasts, being called infoproducts (LIRA, 2020).

Pacheco (2022) states that the Launch Formula, a specific method for launching infoproducts which, according to Jeff Walker, creator of the Launch Formula, has some important pillars: (i) product definition, (ii) audience generation or audience/list creation, (iii) mental triggers, (iv) presentation of the offer.

2.5 Key Areas for Communication Macro-Strategy

Social Media Marketing is the set of strategies that can be "used on the various social media platforms, considering posts, campaigns, relevance, frequency, copywriting (persuasive text), authority, investments and other tools and actions that can contribute to achieving the objectives of the digital marketing plan." (YANAZE; ALMEIDA; YANAZE, ...
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In this sense, Bly (2020) states that the copywriter’s obligation is to increase sales and win over new consumers at the lowest possible cost and that the creative challenge for this professional is to write copy that results in sales, discovering the reasons why consumers would want to buy the product, what would instigate them and differentiate your product from the competition.

2.6 Paid Traffic

For Júnior and das Chagas (2019), traffic is the term that designates the set of tools that serve to take the lead from point A to point B. The authors use the example of taking the lead from some other internet address to your sales page. In this context, according to Yanaze, Almeida and Yanaze (2022, p. 363), with paid traffic "it is possible to reach the right person, at the right time and on the right channel". In addition, the advertiser can monitor the results and change the ads quickly and flexibly, as well as gaining insights for their product, since "they have all the data they need for efficient management in real time, such as the number of hits, clicks, downloads, conversions etc". "Paid traffic, as the name implies, is all the visibility generated and the company has to pay money for it", in other words, in paid traffic, "companies pay social media to impact their consumers through campaigns" (CUNHA, 2021, p. 22).

2.7 Key Performance Indicator (KPI)

A Key Performance Indicator (KPI) is a number or value that can be compared with an internal target or benchmarked against a third party and can be related to the data collected or calculated from any process or activity (AHMAD; DHAFR, 2002). KPIs are capable of measuring the performance of an action or strategy (YANAZE; ALMEIDA; YANAZE, 2022), revealing an organization's key success factors (TSAI AND CHENG 2012).

2.8 Key Performance Indicator (KPI) for Infoproducts

For Perales et al. (2020), Digital Marketing, with the wide availability of information and the possibility of impacting any user worldwide, allows the development and optimization
of data analysis and processing services provided by advertising platforms to monitor the performance of marketing campaigns.

In this sense, as shown in Figure 1, the organization's financial performance is influenced by the actions of consumers, which are measured using metrics called "observable metrics".

**Figure 1**

*Framework for consumer metrics and their impact on the financial performance of organizations*

![Framework for consumer metrics and their impact on the financial performance of organizations](image)


The main KPIs for analyzing digital infoproduct launches with a focus on paid traffic management, which are obtained in the "What consumers do" phase, are presented here.

2.8.1 Average ticket

Equation 1 expresses the calculation of the average ticket, which will be used in this work.

\[
AVERAGE\ TICKET = \frac{MONTHLY\ REVENUE}{CUSTOMERS\ WHO\ MADE\ A\ PURCHASE} \tag{1}
\]

For application in the case study, an adaptation will be made to this indicator, considering Sales Action Revenue (the launch) instead of Revenue for the month.
2.8.2 Cost of acquisition per customer (CAC)

CAC, also known in the market as Cost per Acquisition (CPA), is the indicator that informs how much it cost to acquire a new customer, it is the division of the amount invested in marketing by the number of new customers, taking into account everything from the amount invested in ad platforms to the amount invested in the internal team involved in developing the ads (YANAZE; ALMEIDA; YANAZE, 2022). The Equation 2 shows the expression for calculating this indicator.

\[
CAC = \frac{MARKETING\ INVESTMENTS}{NEW\ CLIENTS} \tag{2}
\]

Source: Yanaze, Almeida, Yanaze (2022, p. 539).

2.8.3 Conversion rate

The conversion rate, according to Yanaze, Almeida and Yanaze (2022), is described by the following formula, represented in Equation 3:

\[
CONVERSION\ RATE = \left( \frac{NUMBER\ OF\ CONVERSIONS}{AUDIENCE} \right) \tag{3}
\]

In this study, two variations of this indicator will be considered:

a) capture page conversion rate; and
b) launch event conversion rate.

2.8.4 Cost per lead

Yanaze, Almeida and Yanaze (2022, p. 540) say that leads are "visitors who have an interest in your content, representing people with whom you can start a relationship in the sales funnel, and then make offers of products or services".

For the analysis of this work, we will use the formula proposed by Yanaze, Almeida and Yanaze (2022), expressed in Equation 4, however, we will define leads as individuals who register on the registration form available on the capture landing page. In addition, the
total investment in the campaign considered will be that used in the paid traffic stages of Lead capture and Content distribution.

\[ CPL = \frac{\text{TOTAL INVESTMENT IN THE CAMPAIGN}}{\text{LEADS GENERATED}} \]  

(4)

2.8.5 Cost per click

Yanaze, Almeida and Yanaze (2022) define the Cost per Click (CPC) as dividing the amount invested in ads by the total number of clicks on the ads, which is expressed in Equation 5 below.

\[ CPC = \frac{\text{TOTAL COST}}{\text{NUMBER OF CLICKS}} \]  

(5)

Methodology

This study was organized according to the following steps:

a) literature review: the indicators and the global context of the problem are presented, raising and selecting high-quality knowledge in order to solidify knowledge on the subject;

b) research methodology: the stages for carrying out this work are presented;

c) presentation of the case studies: the case studies are presented, detailing the characteristics that influenced this research;

d) calculation of the KPIs in the context of the case studies: the calculations of the KPIs in discussion for each of the launches are demonstrated;

e) analysis of the results and identification of trends and insights: based on the results of the KPIs, the interrelationships between them and how they relate to the macro communication strategy are identified; and

f) proposal of the VERSALTO method: the method is proposed, comprising the stages of "Identifying the right target audience", "Identifying the direction of the macro-strategy", "Identifying trends in indicator results" and "Evaluating the results obtained".

These stages are shown in Figure 2.
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**Figure 2**

*Methodology of this work*

![Methodology Diagram]

**Work Development**

In order to develop and apply the proposed indicator analysis method, this work used two real cases (from different Brazilian companies) of digital launches, with some adaptations to the data, guaranteeing the confidentiality of the information provided for the study. The first case analyzed was that of the ABC launch, from the ABCd company, and the second was that of the XYZ launch, from the XYZe company.

The two launches chosen were carried out using communication mainly via the social network (Instagram), exceeded 6-digit turnover in Brazilian Real and 5-digit turnover in US Dollars, which shows their expressiveness and highlights the potential and degree of complexity of the market. By analyzing the indicators, it was possible to better understand the results, given the various data and strategies that together led to these results.

**4.1 Case Study 1: ABC Launch**

In order to launch the ABC product, the ABCd company used digital marketing techniques to carry out the various activities required to make the ABC launch a success.

According to information from the ABCd team, a personalized communication and brand positioning strategy was created and followed, which focused on the product and not on the specialist technically responsible for the infoproduct, nor on the launch event. The launch in question focused on a mature audience, classified as a hot audience, using a strategy based on qualified acquisition, anticipation of the product and price anchoring.

To make this strategy effective, measures such as constant subliminal mentions of the
product - the use of figures (emoji) and songs that alluded to the product - advance announcement of the future availability of the product for sale, use of the mental triggers *call to action* for signing up for the waiting list and *Fear of Missing Out* for buying the product and publicizing the benefits of the product were used.

### 4.2 Paid Traffic KPIs in the ABC Launch

To calculate the average ticket, as shown in Table 1, the value of the revenue from the ABC launch was taken into account and not the monthly revenue of the ABCd organization, since the company carries out other launches and services, a factor that would alter the result of the average ticket calculated.

**Table 1**

*Average ABC launch ticket*

<table>
<thead>
<tr>
<th>Launch revenue ($)</th>
<th>Customers who made purchases</th>
<th>Average Ticket ($/customer)</th>
</tr>
</thead>
<tbody>
<tr>
<td>23,525.09</td>
<td>139</td>
<td>169.24</td>
</tr>
</tbody>
</table>

It can be seen that the launch had a high average ticket, but still a considerable number of sales, which generated revenue of more than $20,000.00.

The Cost of Acquisition per Customer (CAC) - or simply Cost per Acquisition (CPA) - expressed in Table 2, will undergo a small adaptation for calculation, considering only the investment in the purchase of online ad credits, thus disregarding the investment in labor specialized in paid traffic management. This adjustment was made in order to strictly analyze the impact of credits on paid online traffic and to maintain the confidentiality of the organization's data.

**Table 2**

*ABC launch CAC*

<table>
<thead>
<tr>
<th>Marketing investment ($)</th>
<th>New customers</th>
<th>CAC ($/customer)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,753.65</td>
<td>139</td>
<td>12.62</td>
</tr>
</tbody>
</table>

It should be noted that 142 sales were made, but that 3 of these were refunded, resulting in 139 sales. Thus, considering the investment of $1.753.65, we obtain a CAC of approximately $13 per customer.
We calculated the conversion rate of the capture page, shown in Table 3, and the conversion rate of the launch (including waiting list leads), as shown in Table 4.

Table 3

<table>
<thead>
<tr>
<th>Amount of conversions</th>
<th>Audience</th>
<th>Capture page conversion rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,926</td>
<td>3,106</td>
<td>62.00</td>
</tr>
</tbody>
</table>

Of the total of 3,106 individuals who viewed the lead capture page, only 1,926 signed up on the form available on the capture landing page and became leads, which represents a conversion of the capture page of 62.00%.

Table 4

<table>
<thead>
<tr>
<th>Amount of conversions</th>
<th>Audience</th>
<th>Launch conversion rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>139</td>
<td>1,926</td>
<td>7.22</td>
</tr>
</tbody>
</table>

From a total of 1,926 leads captured throughout the process, 139 made the purchase and did not request a refund, which resulted in a conversion rate of 7.22%.

To calculate the cost per lead (CPL), the total investment in the lead acquisition campaign was considered, including the investment in the Content Distribution, Capture and Reminder stages, which were presented in section 4.1.3 of this case study. The amounts invested in the Lesson Replay and Remarketing stages were not taken into account, since these stages do not generate lead capture, but are already geared towards selling the product, and so the CPL value can be seen in Table 5.

Table 5

<table>
<thead>
<tr>
<th>Investment in lead acquisition ($)</th>
<th>Leads captured</th>
<th>Cost per Lead ($/Lead)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,148.40</td>
<td>1,926</td>
<td>0.60</td>
</tr>
</tbody>
</table>

There is a high cost per lead, but with a considerable number of leads captured.

The CPC, shown in Table 6, says a lot about the general quality of the ads and the degree to which they target the defined audience. It should be noted that a low CPC does not
necessarily indicate a low CAC, since the defined audience may not be exactly the right audience for the offer in question.

Table 6

<table>
<thead>
<tr>
<th>Total cost invested in advertising ($)</th>
<th>Amount of clicks</th>
<th>Cost per Click ($/Click)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,753.65</td>
<td>11,498</td>
<td>0.15</td>
</tr>
</tbody>
</table>

There is a high cost per click, which confirms the high CPL, since both are related.

4.3 Case Study 2: XYZ Launch

For the XYZ launch, the XYZe company used digital marketing techniques to achieve the best possible financial result from the launch, together with establishing the brand on the market.

According to information from the XYZe organization's team, based on a survey carried out with the company's previous customers (in which it was found that more than 70% of the infoproduct's customers were people who had never had contact with the niche in question), a communication and brand positioning strategy was created that was different from previous launches of this infoproduct, focusing on a cold (immature) audience. It was therefore necessary to pay special attention to lead capture, so that the right leads were captured and so that they could mature in terms of their knowledge of the opportunities and benefits of the niche and the infoproduct in question. To make this strategy effective, measures such as announcing the future availability of the product for sale in advance, using the mental triggers *call to action* to sign up for the waiting list and FoMO to buy the product and publicizing the benefits of the product through marketing campaigns were used.

4.4 Paid Traffic KPIs in the XYZ Launch

To calculate the average ticket, the value of the revenue from the XYZe launch was taken into account and not the monthly revenue of the XYZe organization, since the company carries out other launches and services, a factor that would alter the result of the calculated average ticket, which can be seen in Table 7.
Table 7
Average ticket for the XYZ launch

<table>
<thead>
<tr>
<th>Launch revenue ($)</th>
<th>Customers who made purchases</th>
<th>Average Ticket ($/customer)</th>
</tr>
</thead>
<tbody>
<tr>
<td>19,463.40</td>
<td>148</td>
<td>131.51</td>
</tr>
</tbody>
</table>

It can be seen that the launch achieved a considerable number of sales which, combined with its Average Ticket (which was not high), generated revenue of approximately 20 thousand dollars.

The Cost of Acquisition per Customer (CAC) - or simply Cost per Acquisition (CPA) - can be seen in Table 8 and will undergo a small adaptation for the calculation, considering only the investment in the purchase of online ad credits, thus disregarding the investment in labor specialized in paid traffic management. This adjustment was made in order to strictly analyze the impact of credits on paid online traffic and to maintain the confidentiality of the organization's data.

Table 8
CAC of the XYZ launch

<table>
<thead>
<tr>
<th>Marketing investment ($)</th>
<th>New customers</th>
<th>CAC ($/customer)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,008.01</td>
<td>148</td>
<td>13.57</td>
</tr>
</tbody>
</table>

148 sales were made and considering the investment of $2,008.01, a CAC of $13.57 per customer was obtained.

The conversion rate of the capture page was calculated, as shown in Table 9, and the conversion rate of the launch (including waiting list leads), as shown in Table 10.

Table 9
Conversion rate of the XYZ launch capture page

<table>
<thead>
<tr>
<th>Amount of conversions</th>
<th>Audience</th>
<th>Capture page conversion rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,184</td>
<td>14,256</td>
<td>50.39</td>
</tr>
</tbody>
</table>

Of the total of 14,256 individuals who viewed the lead capture page, only 7,184 signed up on the form available on the capture landing page and became leads, which represents a conversion of the capture page of 50.39%.
Table 10

XYZ launch conversion rate

<table>
<thead>
<tr>
<th>Amount of conversions</th>
<th>Audience</th>
<th>Launch conversion rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>148</td>
<td>7,184</td>
<td>2.06</td>
</tr>
</tbody>
</table>

From a total of 7,184 leads captured throughout the process, 148 made the purchase and did not request a refund, which resulted in a conversion rate of 2.06%.

To calculate the cost per lead, the total investment in the lead acquisition campaign was considered, including the investment in the Capture and Warning stages, which were presented in section 4.2.3 of this case study. The amounts invested in the Distribution and Remarketing stages were not taken into account, as these stages do not generate lead capture, but are already geared towards selling the product. The CPL value of the XYZ launch can be seen in Table 11.

Table 11

Cost per Lead of the XYZ launch

<table>
<thead>
<tr>
<th>Investment in lead acquisition ($)</th>
<th>Leads captured</th>
<th>Cost per Lead ($/Lead)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,319.87</td>
<td>7,184</td>
<td>0.18</td>
</tr>
</tbody>
</table>

According to Table 11, this launch captured 7,184 leads and had a Cost Per Lead of just 18 cents, which is a significant result and can be related to the strategy adopted.

The CPC says a lot about the overall quality of the ads and the degree to which they target the defined audience. It should be noted that a low CPC does not necessarily indicate a low CAC, since the defined audience may not be exactly the right audience for the offer in question. Table 12 shows the CPC of the XYZ launch.

Table 12

CPC of launch XYZ

<table>
<thead>
<tr>
<th>Total cost invested in advertising ($)</th>
<th>Amount of clicks</th>
<th>Cost per Click ($/Click)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,008.01</td>
<td>23,663</td>
<td>0.08</td>
</tr>
</tbody>
</table>

In this sense, a low CPC is identified, which, combined with the right strategy, is a positive factor for the organization.
4.5 Results and Analysis

As observed in both cases, the investment made by ABCd and XYZe organizations in paid traffic was a decisive factor in achieving financial results that were favorable to the well-being of the businesses. However, it is worth highlighting the importance of the strategies adopted by each organization and the specific directions that each took during the case studies in question.

Copywriting, customer support, personalized sales and specialist communication strategies can have a large impact on whether or not favorable financial results are achieved, since paid traffic, as explained in the theoretical framework, has the role of increasing the visibility of the launch process, by delivering the content of paid advertisements to the audiences previously defined as target audiences by the organizations in question.

Although the XYZ launch achieved a higher number of sales than the ABC launch, ABC achieved higher revenue due to the higher average ticket value and although the XYZ launch achieved a higher number of customers, its CAC value was $13.57, while the CAC value of the ABC launch was $12.62. Even with the higher CAC, the XYZ launch won more customers, since the indicator was offset by the volume of financial investment made in paid traffic.

As explained in the presentation of the case studies, each launch opted for a different strategy, so that the ABC launch focused on reaching an audience with a considerable degree of maturity (warm audience), while the XYZ launch focused on an audience made up of individuals who did not yet have in-depth technical knowledge (cold audience) about the topic in question and the proposed solution. These strategic factors are reflected in the data and indicators calculated, since even with similar amounts invested in the lead capture phase ($1,148.40 for the ABC launch and $1,319.87 for the XYZ launch), the ABC launch attracted only 3,106 people to the capture page, while the XYZ launch attracted 14,256 people to the capture page. Furthermore, launch XYZ managed to capture 7,184 leads, while launch ABC captured only 1,926 leads. This investment in the lead capture phase, analyzed together with the number of leads captured, resulted in a CPL value of $0.60 (launch ABC) and $0.18 (launch XYZ). Launch XYZ achieved a CPC of $0.08 and ABC $0.15.

In this sense, it is necessary to point out in this analysis that the more specific an audience is, the less reach the ad will have, however, the greater the chances that, if the definition of the audience has been done correctly, the user consuming that ad will become a
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qualified lead and, in the future, a buyer, which was proven in this analysis, where the XYZ launch (with a broad audience and less qualified about the solution) achieved better results in the indicators related to reach, sign-ups, clicks and views, while the ABC launch dominated the indicators related to the financial result, since it selected a restricted audience that was nevertheless qualified to buy.

This trade-off should be considered by organizations when they are carrying out strategic and operational planning for infoproduct launches, in order to obtain a better financial result.

The insights obtained through the analysis of the two case studies made it possible to develop the correlation, shown in Figure 3, where you can see the values of the indicators for each launch, as well as the trends in values for hot launches - i.e. those that adopt strategies for attracting and preparing the public in a similar way to what was exemplified in the ABC launch - and for cold launches - i.e. those that adopt strategies for attracting and preparing the public in a similar way to what was exemplified in the XYZ launch.

Figure 3
Relationship between KPIs, launches (ABC and XYZ) and trends.

For a better understanding of Figure 3, a description of its information is given:

a) in the trend columns, the white arrows indicate neutrality, i.e. the Average Ticket indicator is not better simply because it takes on a lower or higher value, since it is directly related to the launch strategy;

b) in the trend columns, the green arrows indicate positivity, i.e. that the indicator improves according to the current direction shown by the arrow: if the arrow is
upwards, it indicates that the higher the indicator value, the better the result for the launch; and if the arrow is downwards, it indicates that the lower the indicator value, the better the result for the launch; and

c) in the trend columns, the red arrows indicate negativity, i.e. that the indicator worsens according to the current direction shown by the arrow: if the arrow is upwards, it indicates that the higher the indicator value, the worse the result for the launch; and if the arrow is downwards, it indicates that the lower the indicator value, the worse the result for the launch.

Having demonstrated the trend in the values assumed by the indicators, according to the strategy adopted, it is necessary to demonstrate a step-by-step process to be followed in order to decide which of the strategies is best suited to the reality of the infoproduct in question.

4.6 VERSALTO Method Proposal

The insights gained from the analysis of the two case studies, together with the literature review on the subject, made it possible to develop a method that aims to guide organizations.

The method covers not only information about paid traffic operations, but also about co-production operations (identifying the target audience) and copywriting (identifying the macro communication strategy), since the operations are not isolated, but are related and have a direct influence on each other.

In order to express the objective proposed for the application of the method, it was called VERSALTO, the name resulting from the union of the words that make up the expression “Verso l’Alto”, which in Italian means "Towards the top". In the context of this work, by applying this method, organizations must look upwards, in terms of their objectives and goals and the consequent organizational development.

The steps covered by the method and their justifications are listed below:

a) identifying the right target audience: this stage is fundamental so that all communication is aimed at the right audience, which directs the organization towards maximizing results, as well as being the basis for choosing the optimum communication macro-strategy;
b) identifying the direction of the macro-strategy: this stage serves as a source for all areas of the launch, since, through the communication macro-strategy, the organization responsible for the launch will be able to allocate the resources invested in paid traffic in the right way, as well as defining the actions of all internal areas in order to move towards the success of the launch;

c) identifying trends in indicator results: through this identification, even before the processes begin to operate, organizations will already know what to expect in terms of the dynamics between indicator results and the chosen strategy, so that distortions can be identified and actions can be taken in good time; and

d) evaluating the results obtained: once the process of launching an infoproduct is complete, this stage is essential for assessing whether the proposed results have been obtained and for the organization to identify its points for improvement and bottlenecks in the process.

Each stage of the proposed method, as represented by the flowchart in Figure 4, will be described below in the respective subtopics.

**Figure 4**

*Flowchart for applying the VERSALTO method.*

---

4.6.1 Identifying the right target audience

Identifying the right target audience can be done in several ways, the most common in this digital environment being the use of a basic audience information questionnaire, which should be developed and made available to the public, so that the organization managing the launch can obtain data that, translated into information, shows the strategy to be adopted. This questionnaire can be sent by email, via messenger apps (such as WhatsApp), or even via the expert's social networks (for example, by being made available in the expert's stories). In order to maximize the number of responses received, it's worth noting that the questionnaire can be denser if sent via email or WhatsApp, in form, and less dense if posted on Instagram stories.
Figure 5 shows suggestions for questions to make up the audience information questionnaire.

It should be noted that Figure 5 provides examples of questions that could make up the questionnaire, but that these should be adapted to the reality of the market in question, the infoproduct and the characteristics of the audience already known.

Once a considerable number of responses have been obtained (at least 10% of the total number of followers of the specialist’s account on their main social network), the organization must define the target audience, which will be the basis for defining a strategy and assertive communication.

Figure 5
Suggested questions for a basic public information questionnaire.

<table>
<thead>
<tr>
<th>Information types</th>
<th>Information examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>General information</td>
<td>Age, gender, region, state/city, marital status, number of children.</td>
</tr>
<tr>
<td>Financial information</td>
<td>Monthly family income, occupation.</td>
</tr>
<tr>
<td>Customer Journey Information</td>
<td>Do you already do [something related to the solution provided by the info-product]?</td>
</tr>
<tr>
<td></td>
<td>If so, for how long?</td>
</tr>
<tr>
<td></td>
<td>Has it changed your life?</td>
</tr>
<tr>
<td></td>
<td>If not, why haven’t you been doing it?</td>
</tr>
<tr>
<td></td>
<td>What is your greatest difficulty in achieving the [transaction desired by the customer]?</td>
</tr>
<tr>
<td></td>
<td>What is your interest in [name of info-product]?</td>
</tr>
<tr>
<td>Information about expectations for the launch webinar</td>
<td>Are there any topics you would like to see covered at the [name of info-product] Launch Night?</td>
</tr>
<tr>
<td></td>
<td>How committed are you to actively participating in the [name of info-product] Launch Night?</td>
</tr>
<tr>
<td></td>
<td>What personal wishes do you want to achieve by purchasing [infoproduct in question]?</td>
</tr>
</tbody>
</table>

4.6.2 Identifying the direction of the macrostrategy

Once the target audience has been defined, a trade-off analysis must be carried out to determine, for this audience, what the target average ticket should be for the launch in question.
Knowing the audience and calculating the average ticket to be achieved, the communication and product offer must be structured, using the strategy that best suits the audience's reality. The main decision regarding the macro-strategy is that of communication and value delivery, because at this point the specialist's communication focus towards its audience is defined, which will be adopted throughout the launch period (as set out in the literature review) and this decision can be guided by the diagram proposed in Figure 6.

This communication macro-strategy must be defined according to the specific situation of the target audience and the infoproduct in question, so the information contained in the diagram in Figure 6 is for guidance purposes and must be adapted to the reality in which it will be applied.

**Figure 6**

*Communication macro-strategy diagram.*

<table>
<thead>
<tr>
<th>Strategy focused on large-scale fundraising, raising public awareness of pain and the urgent need for a solution</th>
<th>Strategy focused on qualified attraction, product anticipation and price anchoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategy focused on attracting large numbers of people, raising public awareness of the pain and the immediate benefits generated by applying the solution</td>
<td>Strategy focused on balanced attraction (qualification/quantity), product anticipation, price anchoring and the immediate benefits generated by applying the solution</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cold audience</th>
<th>Hot audience</th>
</tr>
</thead>
</table>

4.6.3 Identifying trends in indicator results

To help organizations understand the correlation between the macro-strategy adopted and the calculated result trend of the main paid traffic indicators as shown and analyzed in the case studies, Figure 7 has been drawn up.
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The explanation in the topic "Analysis and Results" for the directions and colors of the arrows is also applied to Figure 7.

By understanding the dynamics of the main paid traffic indicators, the organization is better able to make improvements to its processes, identifying bottlenecks and strengths, and to follow a path of constant organizational development, as well as being better able to identify possible anomalies in the result of the indicators calculated during the launch, and to take emergency action in order to circumvent unforeseen situations.

**Figure 7**

*Diagram of the relationship between KPIs and trends, according to the communication macro-strategy.*

<table>
<thead>
<tr>
<th>Key Performance Indicators (KPI)</th>
<th>Launches and trends</th>
<th>Hot audience launch trend</th>
<th>Cold audience launch trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Ticket</td>
<td></td>
<td>↑</td>
<td>↓</td>
</tr>
<tr>
<td>Customer Acquisition Cost (CAC)</td>
<td></td>
<td>↓</td>
<td>↑</td>
</tr>
<tr>
<td>Capture page conversion rate (CCR)</td>
<td></td>
<td>↑</td>
<td>↓</td>
</tr>
<tr>
<td>Launch conversion rate (LCR)</td>
<td></td>
<td>↑</td>
<td>↓</td>
</tr>
<tr>
<td>Cost per Lead (CPL)</td>
<td></td>
<td>↑</td>
<td>↓</td>
</tr>
<tr>
<td>Cost per Click (CPC)</td>
<td></td>
<td>↑</td>
<td>↓</td>
</tr>
</tbody>
</table>

**4.6.4 Evaluation of the results obtained**

Once the entire process of launching the infoproduct has been completed, the organization must evaluate the results obtained (the first sub-stage of the fourth stage of the method) using Figures 6 and 7 in order to identify whether, by applying the methodology proposed in stages 2 and 3 of the VERSALTO Method, the desired objectives and results have been achieved. The last 3 sub-steps that make up the "evaluation of the results obtained" stage can be carried out with the help of various tools, depending on the expertise and needs of the
organization so they will be pointed out but will not be detailed in order to generalize the possibilities of carrying them out.

In the second sub-stage, a comparison should be made with the results obtained from past launches of the infoproduct in question and if possible, a comparison with the launch results of competing infoproducts. Next, the points for success and improvement should be identified, based on the results obtained and analyzed. Once this is done, the lessons learned from the planning and execution of the launch are recorded and if necessary the organizational processes that impact the outcome of the infoproduct launch operations are reviewed. This fourth stage of the VERSALTO method is summarized in Figure 8.

**Figure 8**

*Process of evaluating the results obtained.*

| Evaluate the result by analyzing Tables 4 and 5. | Compare the results obtained with past launches of the info-product in question by this expert (if any) and/or compare the results obtained with the results of competitor launches, if possible. | Identify points of success and points for improvement, given the results of the indicators. | Record lessons learned from planning and executing the launch of the info-product and, if necessary, review the organizational processes that directly impact the outcome of the launch operations. |

**Final Considerations**

In this way, it is worth noting that this work has achieved all the specific objectives, by carrying out a consistent literature review on the subject in question and calculating the main indicators for analyzing paid traffic operations, applying indicators to two case studies and thus determining the correlation between the key performance indicators of paid traffic and the communication macro-strategy for launching digital infoproducts. The VERSALTO method for planning and analyzing the communication macro-strategy and paid traffic KPIs was then proposed. Applying this method allows organizations and professionals to monitor their results even before the infoproduct launch process is completed, which makes it possible to identify anomalies if the correlation proposed in this paper is not followed, and thus makes it easier to correct the operation in order to achieve excellent results.
This reaffirms the great potential of the market and the operations in question and the need for scientific development in this area full of research opportunities, to support growing market development. Many opportunities for future work are presented, and scientific production is encouraged with regard to deepening the VERSALTO method, correlating variables through multivariable analysis, as well as developing methods with other possible indicators or similar to the VERSALTO method for other areas of digital marketing - in the context of launching digital infoproducts - which present rich data, as is the case, for example, in the area of social media. On the other hand, it is necessary to develop a general literature review on the scientific production of paid traffic KPI analysis in the context of infoproduct launches.

References


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