



GENERAL ASSEMBLY

Adopting an inventory managed approach, Kitty's implemented its Facebook Advertising strategy and creative services to boost bookings online.

40% Reduction in CPAs

2x Increase in CTRs



Kitty's were an integral part of our digital marketing performance. They are a great partner and extremely innovative with their strategies and approach. We were able to achieve our growth targets as a result of our collaboration with them.



Sonja Sierra, Director of Digital Marketing
General Assembly

The Client

Since 2011, General Assembly has transformed tens of thousands of careers through pioneering, experiential education in today's most in-demand skills like web development, data, design, business and much more.

30+ campuses. 19,000+ hiring partners. 40,000+ full- and part-time course grads, plus the hundreds of thousands of attendees in our events and workshops. General Assembly's global presence, 70,000+ alumni network, and hiring partners are three of our biggest assets with 25,000+ employees trained in our corporate programs.

The Objective

General Assembly's main aim was to grow and scale their location based course bookings via Facebook marketing campaigns.



Kitty's Accelerated Social Acquisition

Kitty's is one of the fastest growing premium Facebook agencies. They specialize in growing the social acquisition channel via automation, predictive modelling and creative iteration at scale.

Acting as performance accelerators for the Facebook advertising channel, they create strategies, native brand creatives and can also manage ad serving and operations. Customizing paid social solutions to ensure campaign performance.

The Campaign Strategy

Kitty's had been working with General Assembly since 2016. In that time Kitty's executed a multi-country Facebook marketing campaign strategy. This included developing a custom inventory management solution that continuously delivered high converting campaigns.

In 2020, the pandemic brought new challenges for General Assembly. In-person education was no longer a possibility. They pivoted to focusing on online classes, which meant that Kitty's needed to deliver more bookings for the classes whilst also decreasing the CPAs.

The Results

Successful use of Kitty's proprietary insights technology Success Tracker™, enabled Kitty's to develop creative concepts that were instantly a success in the Facebook auction after just 3 days. This led to the campaigns KPIs delivering;

40%
reduction in CPAs

2x
increase in CTRs



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