



**NOVA PUPA**  
EVERYBODY IS AN INFLUENCER

# “Achieving unprecedented ROAS with nano influencer marketing” Case Study 1

## Case Study:

Nadim Bradai  
CEO  
Nova Pupa B.V.

## Industry:

Nano Influencer Marketing,  
Salestech, Adtech, SaaS

## Website:

www.novapupa.com

## Location:

Verdunplein 17  
5627SZ  
Eindhoven  
The Netherlands

## Timeframe:

The study was conducted over  
the whole year of 2021

## Publication date:

November 14th, 2022

## ABOUT NOVA PUPA

Nova Pupa is a Nano Influencer Marketing portal backed by AI & blockchain technology revolutionizing & pioneering the future of digital advertising. Nova Pupa (formerly Buddy Marketing) is still the first company in the world to offer true nano influencer marketing. Nano influencer marketing proves time and time again to be the most effective form of advertising known to mankind.



## OPPORTUNITIES

Nova Pupa unlocked the holy grail of marketing; Nano Influencer Marketing. Businesses of any size & budget can now profit from the intimate relationship between friends and family of ordinary people around the globe. Set the prices you wish to pay per nano influencer, compose a sophisticated target audience & penetrate any online WEB2, WEB3, Metaverse or niche platform. Nano Influencer Marketing beats any form of advertising and is only available on novapupa.com.

\$20 Campaign hiring 40 nano influencers for \$0.50 each.

## THE FINAL RESULTS:



**11,5%**  
Conversion rate  
(Lead -> FTD)



**112**  
Engagement on  
Facebook posts



**\$1.500+**  
Revenue



**52 Leads**  
\$0,38 Cost per  
lead (CPL)



**7500%**  
Return on  
ad-spend (ROAS)



**6 signups**  
(With deposits)



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*"Nova Pupa unlocked the holy grail of marketing: Nano Influencer Marketing"*



## What are nano influencers?

Nano Influencers are regular people, with 100 to maximum 1.000 friends/followers, promoting products or services on their personal social media channels. With nano influencer marketing you are leveraging the power of intimate relations between friends and family.



## Misconception about the term nano influencer

There is a misconception about the term nano influencer. Some authorities in the field are defining a nano influencer as a person that has less than 1.000 followers and is in fact just a regular person, while others say a nano influencer has less than 10.000 followers. If you Google nano influencer agencies then you will find many companies that offer influencers with 1.000 to 10.000 followers, but not a single one offers nano influencers with less than 1.000 followers. So in reality there is not a single company in the world yet that offers true nano influencer marketing, except Nova Pupa.

## STRATEGY & GOALS

For this campaign I chose article marketing. A remarkable story about a lady winning big money at an online casino. The potential clients get excited when they read about a person winning big money. I signed up as an affiliate on Golden-Star Casino and implemented my unique affiliate link in the article. The nano influencers share the article on their personal Facebook account. For this campaign I did not specify a specific target audience like age, gender or country.

### Short-term Goals:

- Provide new clients for Golden-Star Casino.

### long-term Goals:

- Use the minimum possible amount of resources to get maximum results.
- Achieve unprecedented ROAS with nano influencer marketing.

## PILOT

Golden Star Casino.

[www.goldenstar-casino36.com](http://www.goldenstar-casino36.com)

Target Market: USA, Canada

## RESOURCES USED:

- \$20 used to pay for the nano influencer campaign on [buddymarketing.net](http://buddymarketing.net) (Now Nova Pupa).
- Free blog created on [wordpress.com](http://wordpress.com).

## STEPS TAKEN:

- Create an affiliate account with Golden-Star Casino.
- Create a free blog with [wordpress.com](http://wordpress.com).
- Publish the remarkable casino article on blog and insert affiliate links in the story.
- Set up nano influencer marketing campaign on [novapupa.com](http://novapupa.com).
- Review and approve the nano influencer's "work".
- Cash in from the success!



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*“Businesses can now profit from the intimate relationship between friends & family”*



**4X**

People are 4 times more likely to buy when referred by a friend - [Nielsen](#)



### The ideal casino target audience

I chose to not target a specific audience with this case study just to prove a point but just imagine the results if I did target the following profile:

- Age 25 to 35. The majority of casino players are between the ages of 25 and 35.
- Gender male. Over 70% of social media users interested in online gambling are male.
- Country/region. Residents of the United Kingdom are the most interested in online gambling.

## RESULTS THAT SPEAK VOLUMES

With a single \$20 campaign Golden-star Casino saw:

### 7500% RETURN ON ADVERTISEMENT SPENDING

The nano influencer marketing campaign via buddy marketing.net (now novapupa.com) has proven a 75x return on the campaign spending. Only \$20 was spent on the campaign and over \$1.500 was generated in revenue.

### \$1.500+ REVENUE GENERATED

The Golden-Star casino made more than \$1.500 revenue directly from the nano influencer marketing campaign that cost only \$20.

### 313 ENGAGEMENT ON FACEBOOK POSTS

Over 300 people engaged (like, comment, share, click link) with the Facebook posts.

### 52 LEADS AND 6 SIGNUPS

More than 6 people turned into paying clients by uploading money to their account and playing the games. I still earn money as an affiliate from these referrals till this day.

### 11,5% CONVERSION RATE (LEAD -> FTD)

Beating all industry averages with an epic 11.5% conversion rate hereby demonstrating the power of nano influencer marketing in crystal clear numbers. I purposefully chose to not target a specific audience mainly to invigorate that point.

In the end, with Nova Pupa, Golden-Star Casino made significant, sustainable improvements to its business strategy. Golden-Star Casino no longer conducts any in-house prospecting, which allows the business operations team to focus on higher-value tasks. A reliable source of high quality leads has resulted in accelerated goals, and organizational changes that optimize new processes.



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*“Nano influencer marketing beats all industry standards in terms of conversion rate & I chose to not target an audience with this case study just to invigorate that point.”*



### Nova Pupa only

Buddy Marketing was the first company in the world to offer nano influencer marketing, since 2017. And till this day, Nova Pupa is still the only company in the world that offers the holy grail of marketing.

## BEATING ALL INDUSTRY STANDARDS

A very high conversion rate is higher than 10%, with a small percentage of businesses obtaining 11.45% on average, while this number varies based on industry and channel. Reaching a conversion rate of 5.31% or higher can place your company among the %25 best performers, making your conversion rate twice better than the average conversion rate.

Take into account that the casino leads via content marketing is cold acquisition and there was no strategic time/day scheduled for the Facebook posts, on top of that, the campaign was not targeted, and still the results are unbeatable.

### Industry average & casino conversion rates ( lead => FTD)



Industry	Facebook Ads	Organic Search	Google Ads	Influencer Marketing	Nano Influencer Marketing
Casino/Gambling	3,26%	0,90%	2,81%	1%	<b>11,50%</b>
All Industries average	9,21%	2,10%	2,70%	1,70%	<b>11,50%</b>

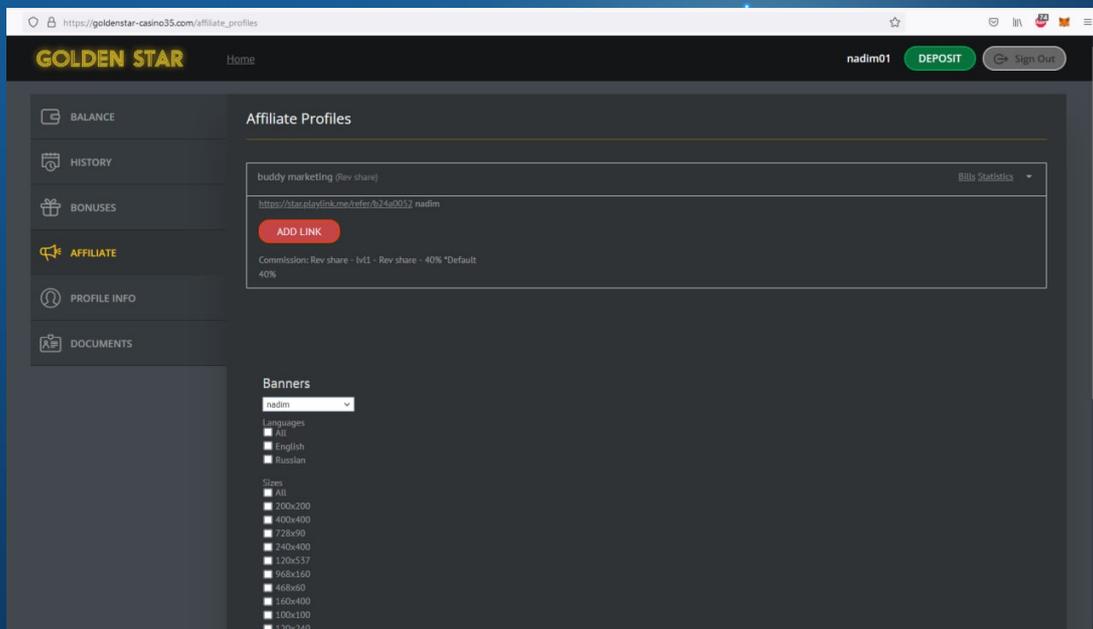




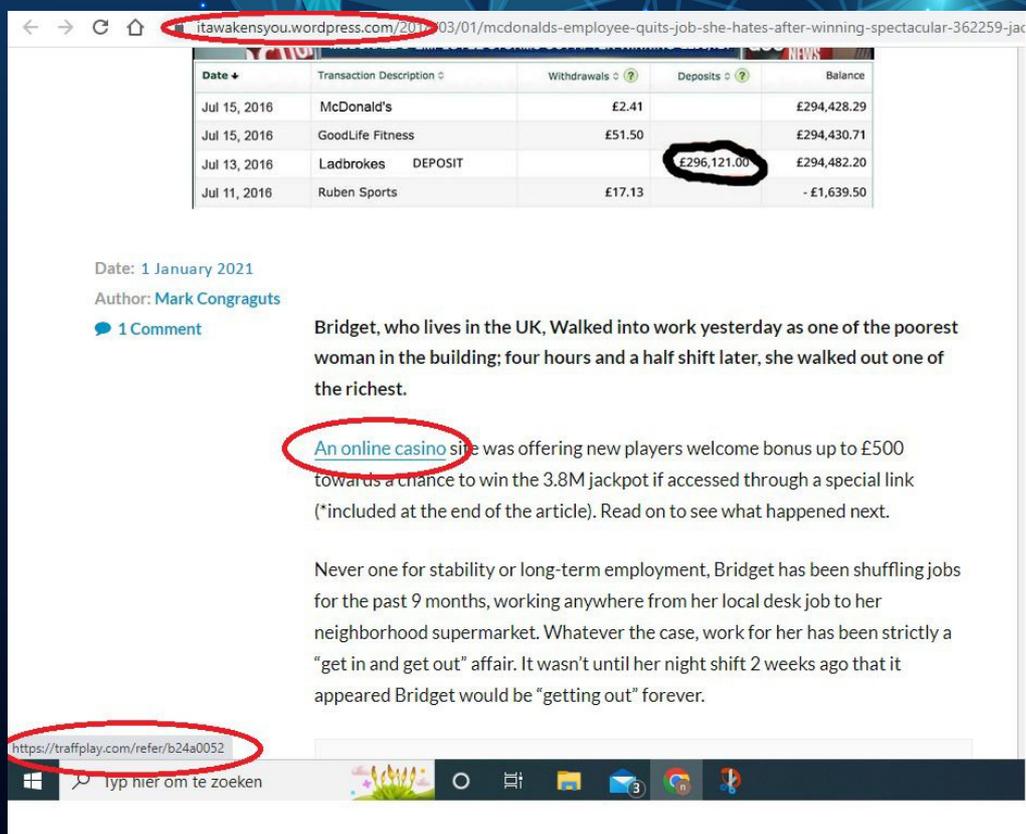
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## PROOF OF PROCESS



Created an affiliate account at Golden-Star Casino. The affiliate link you see here is different from the link in the article because it changed over time.

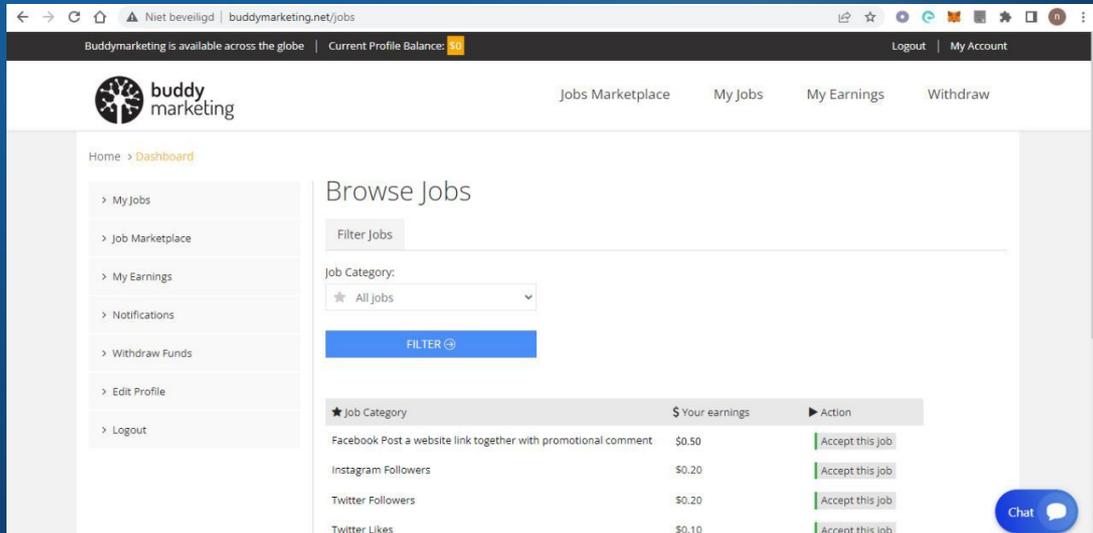


Created a free blog on wordpress.com. It's still online till this day at itawakensyou.com. I created and posted a remarkable article about the lady who won big money. You can see that my affiliate link is inserted in the hyperlinked words. You can create your own wordpress website for free.

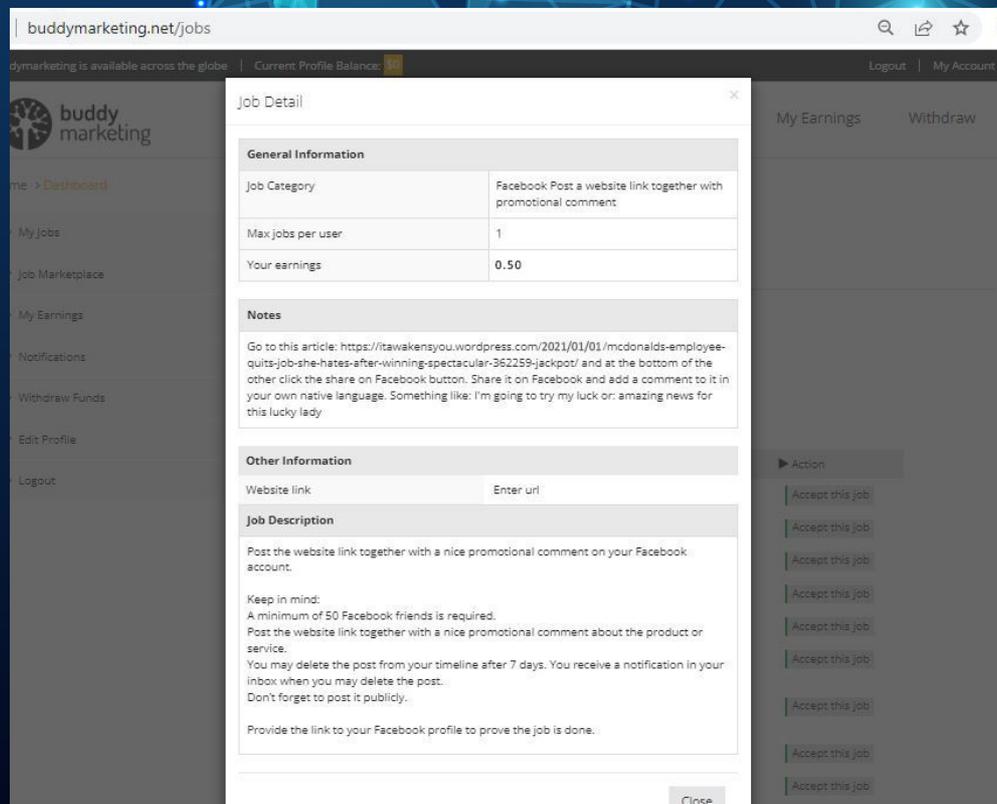


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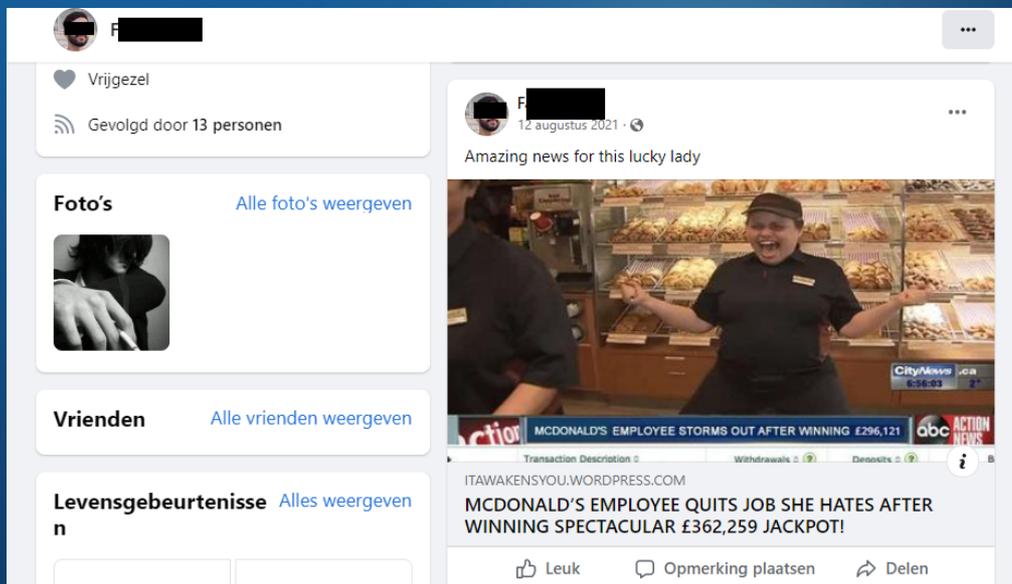


Nano Influencer Campaign created at [buddymarketing.net](https://buddymarketing.net). You can see the job in the job marketplace in this screenshot. This is what the nano influencer sees in the job marketplace. It cost \$0.50 per nano influencer to have a link shared on Facebook. Now at [novapupa.com](https://novapupa.com) we have changed it, you can set the price you wish to pay per nano influencer and describe the job that needs to be done.



Again a screenshot from the nano influencer point of view. This is the detailed information they see when they click on the job. You can see I added extra information in the job description about adding a nice comment to the share.

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And this is how it looks like on the Facebook profile of the nano influencer. The post is set to "public" so that even people who are not friends with this person can still see this post. You can see that the nano influencer added a nice comment to the share.

Buddymarketing is available across the globe | Registered Buddymarketers: 87,352 | Logout | My Account

**buddy marketing** | Add New Project | My Projects

Home > My Projects > **caso facebook article post**

Project Detail

Project jobs

Category	Location	Quantity	Qty Completed	Qty In Progress	Completed Percentage	Unit Price	Total Price	Actions
Facebook Post a website link together with promotional comment	..	40	40	0	100%	0.50	20	<a href="#">View proof</a>

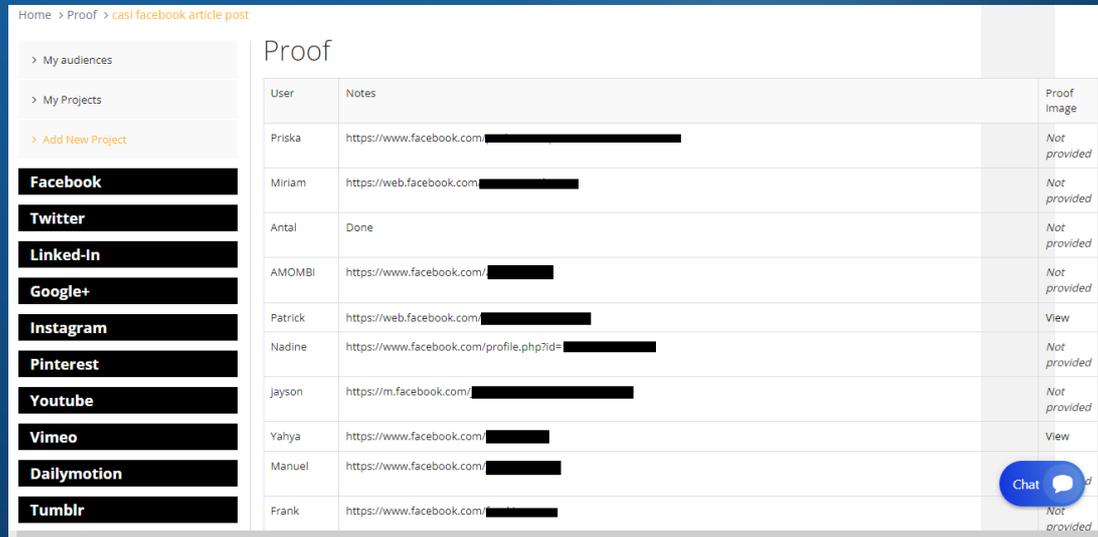
Facebook  
Twitter

Screenshot of the advertiser account. You can see here that the campaign is completed. You can see the proof of every nano influencer and decide to accept, temporarily decline or permanently decline the work.

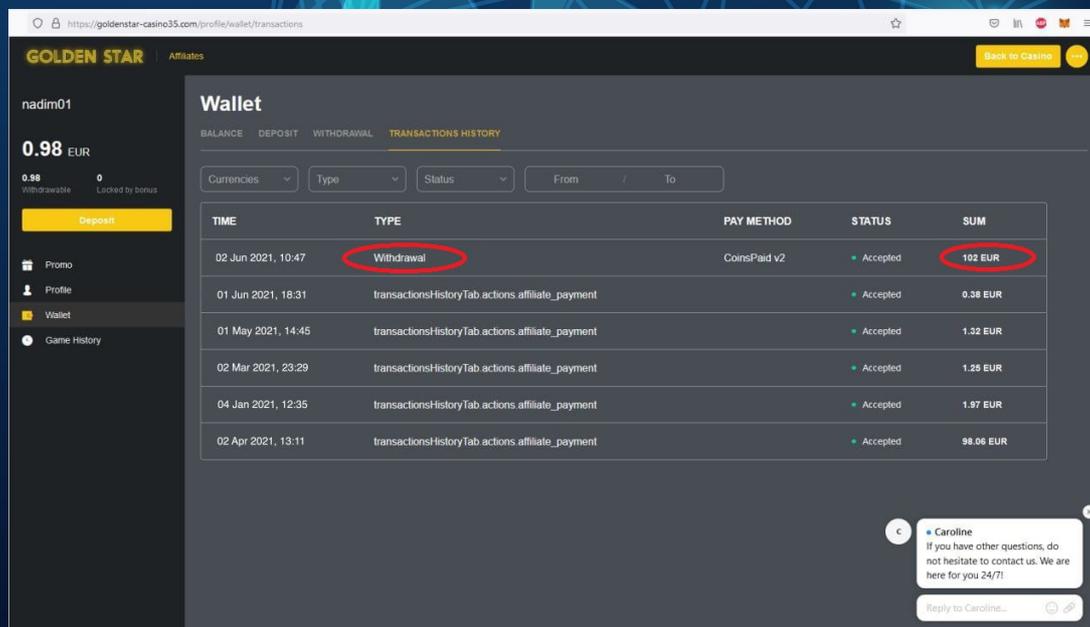


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A screenshot of the proof page. On this page you can see the archive of all the work proof that you have accepted on this campaign.



And last but not least, you can see that money was coming in on my affiliate account. Along the way I have withdrawn money. Earnings from my referrals are still coming in till this day.