





STEFAN PETRIĆEVIĆ

Senior Performance Marketing Specialist & Media Buyer

-  Ljubljana, Slovenia
-  petricevicstefan7@gmail.com
-  +386 69 854 273
-  [linkedin.com/in/StefanPetrićević](https://www.linkedin.com/in/StefanPetrićević)

6+

YEARS
EXPERIENCE

PROFESSIONAL SUMMARY

Highly analytical Performance Marketing Specialist with over 6 years of hands-on media buying expertise scaling client portfolios across Google Ads, Meta Ads, and TikTok Ads. Specialized in structural funnel engineering for premium high-ticket business coaching offers and digital mobile architectures. Proven track record of auditing leaky client acquisition loops, configuring custom data environments (Hyros, GTM, GA4), and scaling budgets while strictly defending target acquisition profitability thresholds.

CASE STUDY 1: PREMIUM BUSINESS COACH — FUNNEL ENGINEERING & VERTICAL SCALE

Objective: Scale a premium high-ticket business coach's pipeline from cold ad networks while meeting strict target benchmarks.

\$300

TARGET COST/CALL

250%

TARGET ROAS

280%

ACHIEVED AVG ROAS

\$230

COST PER CALL

Strategic Approach

01 Positioning Pivot

Eliminated low-intent lead magnets. Repositioned VSL as exclusive "Free Training," lifting landing page opt-in rate from 10% → 40% (4x uplift).

02 Strategic Friction

Delayed "Book a Call" CTA visibility to the 20-minute mark (2/3 into VSL), filtering casual traffic and reducing unqualified calls to < 2%.

03 Vertical Scale

Deployed a Google Ads vertical scale framework: boosted weekly budgets by 5x target CPQ every 7 days without disrupting structural optimization.

The Challenges

1. **Low Opt-In Conversion:** The client was testing multiple lead magnets, but the landing page was converting at a low 10%. While they possessed a highly compelling Video Sales Letter (VSL), only a fraction of traffic ever reached it.
2. **Poor Call Quality:** Initial traffic generation resulted in a high volume of bookings, but a significant portion consisted of unqualified, low-intent leads who had consumed none of the introductory content.

Strategy & Execution

- **Funnel Restructuring & Positioning:** I eliminated the underperforming lead magnets and shifted the strategy entirely toward the VSL. By repositioning the VSL as a high-value "Free Training" and advising slight script edits to deliver immediate actionable value, we transformed user perception. This optimization single-handedly drove the landing page opt-in rate from 10% to 40%, resulting in a 4x increase in video viewership.
- **Call Quality Optimization:** To filter out low-intent prospects, I ran A/B tests on the placement of the "Book a Call" Call-to-Action (CTA). Originally visible from the first minute, the CTA allowed users to book without watching the video. Through testing, we found the sweet spot at the 20-minute mark of the 30-minute video. Forcing users to consume two-thirds of the training before booking acted as an automated filter, plummeting the unqualified call rate to under 2%.
- **Vertical Scaling on Google Ads:** With a highly predictable, high-converting funnel in place, we aggressively scaled the account vertically via Google Ads. The scaling strategy involved safely increasing the budget by 5x the cost per qualified call on a weekly basis.

Result: \$152,231 in verified scaled revenue (Hyros-tracked) · 2.81 Google Ads ROAS · 280% average ROAS vs. 250% target · \$230 cost per qualified call vs. \$300 target.

Total Revenue **\$152,231** Cost **\$40,385.07** Select metrics

NEW FEATURE: FORECASTING · LTV forecasts for 30, 60 and 90 days are available in the table. [Enable this feature here to try it out](#) Try it now

Group by **Traffic source** and **Category** Status: **All**

| TRAFFIC SOURCE | ROAS | ADV | CALLS | UNQUALIFIED CALLS | QUALIFIED CALLS | UNIQUE CUSTOMERS | CAC |
|----------------|------|------------|-------|-------------------|-----------------|------------------|------------|
| Total | 3.77 | \$2,067.18 | 197 | 2 | 196 | 47 | \$859.26 |
| google | 2.81 | \$2,467.13 | 179 | 2 | 177 | 30 | \$1,346.17 |
| Organic | - | \$1,383.68 | 18 | 0 | 18 | 17 | - |

CASE STUDY 2: CLASSICAL MUSIC STREAMING APP — USER ACQUISITION EFFICIENCY

Objective: Scale user acquisition efficiency for a hyper-focused mobile streaming application against a \$30 target CPA baseline, competing directly with multi-billion dollar platforms.



This client operated a classical music streaming application entering a highly competitive market dominated by established players such as Deezer, Spotify, Tidal, and Qobuz. At launch, the brand had very low awareness, which significantly increased acquisition difficulty.

The product was positioned at a \$10/month subscription price point, which was higher than the market leader (Spotify), despite the lack of brand recognition. On the positive side, the app offered a strong niche value proposition, being fully focused on classical music.

The initial acquisition structure included a 1-month free trial, compared to Spotify's 3-month trial. However, this setup resulted in low lead quality and an 85% churn rate immediately after the trial period.

Through iterative testing of different offers and funnel adjustments, we identified a significantly improved acquisition model: a [\\$1 introductory first month](#) followed by the standard [\\$10 monthly subscription](#).

This adjustment had a substantial impact on retention performance. Post-trial churn decreased from [85% to 40%](#), while user retention improved significantly, with subscribers staying active for an average of 10 months.

The primary KPI for this project was customer acquisition cost (CAC), with a target of \$30 per new paying user. This target was not achieved; the best recorded CPA was [\\$60 on Google Ads](#) and [\\$72 on Meta](#).

| <input type="checkbox"/> | Off... ↑↓ | Campaign ↑↓ | Results ↑↓ | Cost per result ↑↓ | Budget ↑↓ | Amount spent ↑↓ |
|--------------------------|-------------------------------------|---|----------------------------|-------------------------|--------------------|-----------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 11.24.25 GM Purchase | 1,838 Website purchases | \$71.89 Per purchase | Using ad set bu... | \$132,129.33 |
| <input type="checkbox"/> | <input type="checkbox"/> | 11.17.26 GM Purchase Front End ADV... | 77 | \$90.10 | Using ad set bu... | \$7,677.55 |

At first glance, this could be interpreted as a negative outcome and raises a fair question: why include this project in a portfolio when the primary KPI was not met 😊?

The reason is context and relative performance.

During this project, we benchmarked results on a meeting, against former media buying teams from Deezer and Qobuz - two highly established players in the music streaming industry. Their reported CPAs were approximately \$100 and \$200 respectively, achieved with fully resourced in-house marketing teams of around 20 specialists.

In contrast, this project was executed primarily by myself, supported only by a team lead and the client's developer.

While the absolute CAC target was not achieved, the campaign delivered significantly stronger efficiency than much larger and better-resourced teams in the same vertical. Despite failure to meet the client's KPI this is the project that I'm very proud of and beating these 2 big digital marketing teams feels really special.

| Platform | Best CPA Floor | Team Size | vs. This Campaign |
|---------------|----------------|-----------|---------------------|
| Stefan (Solo) | \$60 | 1 | — |
| Deezer | \$100 | ~20 | 1.6× more efficient |
| Qobuz | \$200 | ~20 | 3.3× more efficient |

Result: 1,838 website purchases at \$71.89 CPA on a \$132,129 Meta Ads spend · Churn reduced from 85% to 40% · Average subscriber lifecycle extended to 10 months · Outperformed fully-staffed enterprise teams at Deezer and Qobuz by 1.6× to 3.3× on capital efficiency.

CASE STUDY 3 — ESENSA DOO (E-COMMERCE WEBSHOP LAUNCH & META ADS)

Client: Esensa d.o.o - a pharmacy and wellness brand launching their first e-commerce webshop (esensaapoteka.rs) into a competitive online retail market.

Scope: Webshop build project management & conversion optimisation · Meta Ads account management

| | | | |
|---------------------------|-----------------------------|--------------------------------|---------------------------------|
| 1% STARTING CVR | 2.4% ACHIEVED CVR | 2.4× CVR IMPROVEMENT | +ROAS META ADS RESULT |
|---------------------------|-----------------------------|--------------------------------|---------------------------------|

The Brief: Building a Webshop That Actually Converts

Esensa came to me at a pivotal moment: they were launching their first dedicated e-commerce webshop and needed someone who could go beyond simply building a functional store. The goal was

to create a purchase environment that was genuinely optimised for conversions from day one — structured around how real buyers behave, not just how a product catalogue should look.

The starting conversion rate on their existing digital presence was 1% - a level that made paid acquisition effectively unviable. Before any media budget could be justified, the underlying store mechanics needed to be fixed.

Webshop Development & Conversion Optimisation (Focus on Paid Traffic)

Working closely with the Esensa team and external agency we hired to build a webshop based on our requirements, I led the project and kept all sides involved fully informed through the entire process to secure the success of the project. Every element - from the product page layout and checkout flow to trust signals, copy hierarchy, and mobile responsiveness - was built with a clear focus on reducing friction and increasing purchase intent at each step of the funnel.

The result was a 2.4x improvement in the site's conversion rate, moving from 1% to 2.4%. For a webshop operating on paid traffic, that shift fundamentally changes the economics: the same ad spend now generates five times as many transactions. And this is just on paid traffic, while organic exploded to 3.5% which was also a huge improvement.

| <input type="checkbox"/> | Off/... ↑↓ | Cam... ↑↓ ▾ | Amount spent ↓ ▾ | Results ↑↓ ▾ | Cost per result ↑↓ ▾ | Cost per purchase ↑↓ ▾ | Purchases rate per landing page... ↑↓ ▾ |
|--------------------------|-------------------------------------|---------------|------------------|-----------------------------------|---------------------------------|------------------------|---|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Prospectin... | €27,722.74 | 2,205 Website initiates che... | €12.57 Per initiate checkout | 13.43 | 2.46% |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | REM FB D... | €11,207.44 | 1,357 Website purchases | €8.26 Per purchase | 8.26 | 2.36% |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Prospectin... | €2,437.49 | 163 Website purchases | €14.95 Per purchase | 14.95 | 1.33% |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Prospectin... | €1,899.43 | 323 Website initiates che... | €5.88 Per initiate checkout | 10.27 | 1.44% |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Prospectin... | €1,800.54 | 101 Website purchases | €17.83 Per purchase | 17.83 | 1.75% |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Prospectin... | €1,168.35 | 640 Website initiates che... | €1.83 Per initiate checkout | 2.52 | 5.63% |
| Results from | | | €47,892.02 | — | — | 10.92 | 2.41% |
| | | | Total Spent | | | | Average |

Meta Ads: Turning a Historically Unprofitable Channel Profitable

Meta Ads had been a persistent failure point for Esensa. Several agencies had attempted to make the channel work before this engagement - none had succeeded in generating a positive return. I took over the account with a clean-slate approach: rebuilding the campaign structure, refining audience targeting, and developing ad creative that matched the brand's tone while speaking directly to purchase intent rather than general awareness.

Through a combination of precise audience segmentation, continuous creative testing, and iterative campaign optimisation, Meta Ads became a consistently profitable acquisition channel — generating high-quality traffic that the newly optimised webshop was able to convert effectively.

"Stefan played a pivotal role in the creation and optimisation of our online store, which resulted in a significant increase in our sales conversion rate — from 1% to 2.4%. He managed our Meta Ads account, turning it into a profitable channel which was impossible for several agencies before him."— Vojin Nikolić, Executive Director, Esensa d.o.o

Contact info: Email: vojin.nikolic@esensa.rs ; Mobile: +381648202394

Key Result: Webshop conversion rate increased from 1% to 2.4% (2.4× improvement) · Meta Ads turned profitable after multiple failed agency attempts · Full webshop build delivered with UX and conversion optimisation integrated from the ground up

RECOMMENDATION LETTERS

Professional recommendation letters are available for review at the link below:

 View Recommendation Letters: [Google Drive Folder](#)