

No. 15



# eBC - Case Study - Training Centre







**scales your care**

**engagement  
partner  
network**

a unique marketing and branding platform that boosts brand awareness and increases sales turnover



**boost product  
branding and  
benefit from agile  
exposure**

promoting your brand directly to the corporate users, enjoying an innovative way to maximize brand exposure, and utilizing a user-friendly online sales platform that enables both B2C and B2B channels



outstand your competitors by offering your brand as an employee benefit

enjoy the endorsement of hundreds of employers across the region to their employees

increase your sales turnover and get customer insights





## Background

A reputable Training Centre based out of the UAE.

The ePN benefits listing took **4** weeks to go live

**NADIA**  
Training Institute

**ROI in 18 months**

References can be furnished upon request



## ePN Benefit Listing

- Number of Benefits Listed: **12**
- Corporate Rate Offered (Discount): **Up to 35%**
- Listing Duration: **18** months
- Category Listing: **4**
- Listing as Featured Benefit: **1X3** months
- Listing as Recommended Benefit: **3X6** months

## Brand Exposure

- Corporates Endorsing: **118**
- Total Users Exposure: **127,121**
- Newsletters Sent: **4,576,356**

## Traction

- Direct Benefit Visits: **1,129**
- Newsletter User Visits: **2,821**

## Transaction

- Number of Benefits Claims: **369** Request
- Number of Benefit Referrals: **52** Requests
- Number of "Who Got This" checks: **24**

## Revenue Generated (Estimated)

- Revenue: **USD 85,000**
- Employer Subsidized Revenue: **49%**
- ePN Listing ROI: **1,000%**







**employee benefits centre**

**0 customizations**

**0 complains**

**0 uninformed clients**

**0 downtime**

**when ZEROs  
matter**







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