



Building a Growth Engine That Compounds, Not One That Burns Budget

Case Study · Gladly Network
Employee Benefits & Perks

17-22x

Capital Efficiency

585%

Projected ROI

\$42.8K

Traffic Value, Yr 1

Outspent. Not Outmatched.

CLIENT OVERVIEW

Gladly Network is a modern employee benefits and perks platform connecting companies with curated lifestyle, wellness, and entertainment offerings.

They operate in a crowded market against well-funded competitors like PerkSpot, BenefitHub, and Goodee — most of whom rely heavily on paid advertising.

THE CHALLENGE

Gladly's competitors were spending **\$2.6M–\$3.3M over five years** on PPC-heavy campaigns, generating traffic that evaporates the moment spend stops.

Gladly needed a fundamentally different approach — one that would compound in value over time, build brand authority in search, and generate pipeline without indefinite ad dependency.

"The challenge wasn't budget; it was strategy."

Four Pillars That Compound Rather Than Compete

01 EVERGREEN CONTENT FOUNDATION

90 evergreen articles in Year 1 targeting high-intent benefit and perk discovery queries. Each article engineered to rank, earn links, and accumulate search authority — assets that grow in value rather than expire.

- 90 Articles · Year 1 Foundation
- \$42.8K Traffic Value

02 INFLUENCER AMPLIFICATION LAYER

A social amplification network of 2,200+ posts supporting each content cluster — pairing evergreen authority with social distribution to expand organic reach without paid dependency.

- 2,200+ Social Posts
- Owned Traffic

03 LIGHT PPC INTEGRATION

Strategic paid media used as an amplifier — not a dependency. Deployed only to accelerate high-converting content already working organically.

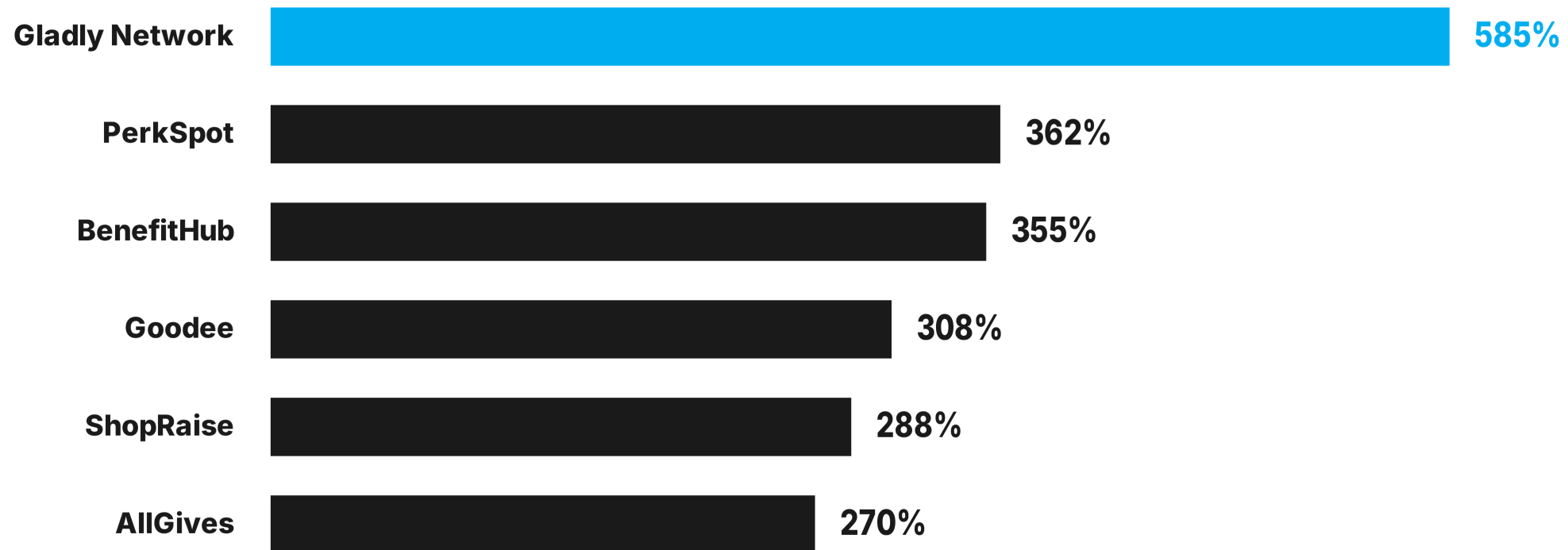
- Paid as Amplifier · High-ROI Only
- Zero Dependency

04 5-YEAR COMPOUNDING MODEL

Unlike PPC models that require continuous spend, the Constellation Marketing approach builds cumulative asset value. By Year 5, projected asset value exceeds \$275K from a \$150K total investment.

- \$150K Investment → \$275K+ Asset Value
- Compounds Over Time

Gladly Outperforms Every PPC-Heavy Competitor by 2x



Note: Based on cumulative 5-year revenue projections vs. total marketing investment. Competitor figures reflect PPC-heavy models with \$2.6M–\$3.3M projected spend.

17–22× More Capital Efficient Than the Competition

GLADLY NETWORK (MADE SIMPLER)

- **\$150K** projected 5-year total investment
- Compounding owned assets
- Traffic grows after spend stops

PPC-HEAVY COMPETITORS

- **\$2.6M–\$3.3M** projected 5-year spend
- Traffic evaporates when spend stops
- No residual asset value



17–22× Advantage

Competing at enterprise scale with a lean, compounding growth engine. Owned assets, not rented attention, are what make Gladly's model scale.

Year 1 Results: The Engine Is Already Running

17–22×

Capital Efficiency

vs. \$2.6–3.3M competitors

585%

Projected 5-Year ROI

vs. 270–362% PPC-heavy

90

Evergreen Articles

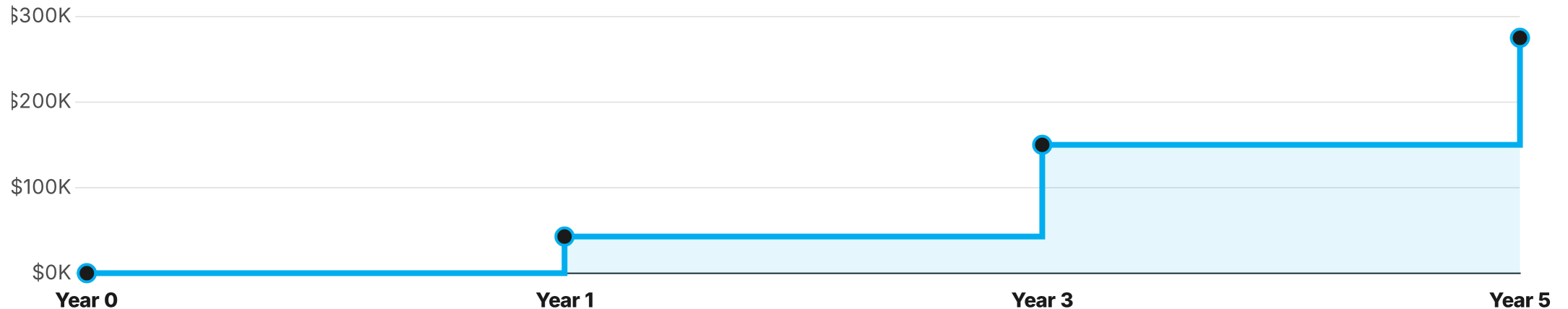
Built in Year 1 · 2,200+ social posts

\$42.8K

Traffic Value

Generated from \$30K spend

OWNED ASSET VALUE COMPOUNDS EVERY MONTH



"Owned assets, not rented attention, are what make Gladly's model scale."

PREPARED BY MADE SIMPLER · MADE-SIMPLER.COM