

CXL CUSTOMER STORIES



DAVID ZALEC, CEO AT ADGY

Unlock the 7-Figure Secret: How CXL Minidegrees Catapulted a Marketer from Novice to Agency Hero in Just 24 Months

David's journey began as an elite athlete, engaging in MMA fighting from ages 15 to 20 before transitioning to competitive power-lifting. Alongside his athletic pursuits, he also dabbled in modeling and worked as a personal trainer.

Throughout his athletic journey, he learned a crucial truth: there's no faking your way to the finish line, a successful throw, or a lift.

However, upon becoming a father to a baby boy at the age of 24, David recognized the risks associated with pursuing a long-term career in such a physically demanding field. This realization led him to consider whether his dedication and focus on results could be redirected towards a business career instead.

After 4 years of running his businesses, Sadje v pisarni (a Slovenian B2B healthy snack subscription company) and ADGY Marketing Agency, David felt he had hit a plateau. Eager to provide for his family, **he sought a way to continue growing his businesses** beyond 7 figures.

That's when CXL Minidegrees came into the picture. With their help, David broke through those plateaus, propelling his success forward in just two years.

Why did he choose CXL? He took advantage of the **free trial** and immediately recognized its value. So, he promptly signed up for a one-year all-access pass, determined to complete all the mini-degrees.

For him, the decision was clear: why halt learning when competitors could outpace you simply by pushing themselves harder? Plus, having a well-rounded understanding allows him to approach any marketing problem from different angles, giving him a competitive edge.

How is it going now? David has founded and currently **owns two businesses**, employing 15 people. He is **on track to hit his first million** at the age of 30.

His PPC business is seeing great growth. Part of the secret (beyond work ethic?) is that he built his own KPI levers model drawing on one he discovered on [CXL's Facebook ads course](#) and used that to **double profit** for his PPC agency by delivering mainstream results bigger competitors couldn't match.

“ I can tell the client what needs to be done across their entire marketing ops, not just optimizing link clicks or focusing on reach, but rather modelling the value of better creatives and web pages.

Speed.

This is how we deliver more than our competitors. In marketing, everyone promises you heaven, but they can't move the needle because they just don't have the knowledge.

That's what CXL changes.

In my first month with a new client, I outperformed their old agency by 50%. Because of CXL, I can have more business impact than my competitors.

HE RECOMMENDS CXL BECAUSE...

“ It's like a **book** that has everything. But, instead of having a shelf full of books that go out of date, I have access to top-level thinking. I can find the best way to do anything. I can take it. Or I can build on it. Most people don't even take it. It's in-depth.

There are no bullshitters.

TOP LEARNING

Besides the **KPI levers for PPC**, the courses on **psychology** and **analytics** stood out.

HIS TIPS

1. Don't simply listen and expect to retain everything. **Engage** in the activities and apply them to your business— that's how true learning occurs.
2. Some courses may take longer than the suggested time, but this is a positive aspect. Instead of just watching videos, you're pausing, reflecting, and applying the knowledge.
3. **Challenging concepts**, such as statistical significance, **may arise**. Don't hesitate to take breaks when needed.
4. If you're an owner or manager, **encourage your team to participate in CXL training**. This way, you can ensure everyone is on the same page and working towards the best solutions together, without wasting time catching up.

