

Internet marketing

Short one line

Effective campaigns to connect with your target audience

Case Study Client

Studyplaces.com

Situation

Studyplaces.com required to generate leads for their clients. A lead was defined as a student looking to enroll in a particular course and/or college from a particular city. For example, 'Engineering, in USA, from New Delhi'. The lead was verified to match the requirements over the phone. The advertising campaigns on Google had a low match rate and the Cost per acquisition was fluctuating.

Solution

The solution included the following:

- Rationalising campaign structure based on lead requirements. As part of this, a new coding scheme for lead identification was developed
- Use of day-parted lead conversion data to alter bidding strategies
- Number and type of landing pages were rationalized

Result

The rationalization of lead tracking led to a much better control on the lead costs.