

Increased conversions by 2X for an IELTS Training Institute



Overview

- **IELTS Training Institute**
- **Location - India**
- **Industry - Education (IELTS Training)**
- **Services Offered - IELTS Preparation Courses, Mock Test, etc.**

Objective

- **Increase traffic**
- **Boost enrollment**
- **Increase conversions**
- **Reduce cost per acquisition**

Challenges

- **Competitive market**
- **Reach relevant audience**

Strategy

- **Targeting relevant audiences like students and young professionals.**
- **Optimized the search ads with intent-based keywords like IELTS training, IELTS preparation, IELTS coaching, etc.**
- **Focused on highlighting key benefits, course details, and unique selling propositions in the ad copies.**
- **Optimized landing page for conversion with clear CTAs, course details, testimonials, and easy lead forms.**

Results

- **Conversions increased by 2X**
- **Cost per conversion reduced by 19%**
- **Conversion rate increased by 22%**
- **Clicks increased by 57%**

Conversions increased by 2X

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Sign status: Enabled

Ad group status: Enabled

Add filter

Campaigns

Custom

1 - 31 Jul 2024

Compared: 1 - 30 Jun 2024

+

1

Campaign name contains new

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Search

Segment

Columns

Reports

☐	☒	Campaign	Campaign type	Cost	Impr.	Interactions	Interaction rate	Avg. cost	01/07/2024 - 31/07/2024	01/06/2024 - 30/06/2024	Change	Change (%)	Conversions	Cost / conv.	Conv. rate	Impr. (Top) %
☐	☒	Thane New LP	Search	₹21,642.40 (+10.80%)	973 (-2.41%)	133 Clicks	13.67% (+13.57%)	₹162.72 (-0.03%)	14.00	10.00	4.00	+40.00%	₹1,545.89 (-20.86%)	10.53% (+26.32%)	91.57% (+1.22%)	
☐	☒	Borivali New LP	Search	₹32,913.39 (+2.82%)	1,486 (+11.81%)	208 Clicks	14.00% (-6.05%)	₹158.24 (-2.12%)	22.00	14.00	8.00	+57.14%	₹1,496.06 (-34.57%)	10.58% (+49.59%)	94.08% (-1.94%)	
☐	☒	Andheri New LP	Search	₹41,763.09 (+308.82%)	1,980 (+365.88%)	255 Clicks	12.88% (-10.27%)	₹163.78 (-2.20%)	20.00	5.00	15.00	+300.00%	₹2,088.15 (+2.21%)	7.84% (-4.31%)	92.07% (+1.11%)	
Total: Filtered campaigns				₹96,318.88 (+55.96%)	4,439 (+61.36%)	596 Clicks	13.43% (-2.54%)	₹161.61 (-0.83%)	56.00	29.00	27.00	+93.10%	₹1,719.98 (-19.24%)	9.40% (+22.80%)	92.63% (-0.61%)	

Cost per conversion reduced by 19%

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		<>	<>	<>	<>	<>	<>			><	<>	
								01/07/2024 - 31/07/2024	01/06/2024 - 30/06/2024	Change	Change (%)	
☐ ☒ Thane New LP	Search	₹21,642.40 (+10.80%)	973 (-2.41%)	133 Clicks	13.67% (+13.57%)	₹162.72 (-0.03%)	14.00 (+40.00%)	₹1,545.89	₹1,953.36	-₹407.47	-20.86%	10.53% (+26.32%) 91.5 (+1.2
☐ ☒ Borivali New LP	Search	₹32,913.39 (+2.82%)	1,486 (+11.81%)	208 Clicks	14.00% (-6.05%)	₹158.24 (-2.12%)	22.00 (+57.14%)	₹1,496.06	₹2,286.47	-₹790.40	-34.57%	10.58% (+49.59%) 94.0 (-1.9
☐ ☒ Andheri New LP	Search	₹41,763.09 (+308.82%)	1,980 (+365.88%)	255 Clicks	12.88% (-10.27%)	₹163.78 (-2.20%)	20.00 (+300.00%)	₹2,088.15	₹2,043.08	₹45.07	+2.21%	7.84% (-4.31%) 92.0 (+1.1
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Conversion rate increased by 22%

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☐ ● Campaign ↓	Campaign type	Cost <>	Impr. <>	Interactions <>	Interaction rate <>	Avg. cost <>	Conversion: <>	Cost / conv. <>	01/07/2024 - 31/07/2024	01/06/2024 - 30/06/2024	Change	Change (%)	Impr. (Top) % <>
☐ ● 🔍 Thane New LP	Search	₹21,642.40 (+10.80%)	973 (-2.41%)	133 Clicks	13.67% (+13.57%)	₹162.72 (-0.03%)	14.00 (+40.00%)	₹1,545.89 (-20.86%)	10.53%	8.33%	2.19%	+26.32%	91.57% (+1.22%)
☐ ● 🔍 Borivali New LP	Search	₹32,913.39 (+2.82%)	1,486 (+11.81%)	208 Clicks	14.00% (-6.05%)	₹158.24 (-2.12%)	22.00 (+57.14%)	₹1,496.06 (-34.57%)	10.58%	7.07%	3.51%	+49.59%	94.08% (-1.94%)
☐ ● 🔍 Andheri New LP	Search	₹41,763.09 (+308.82%)	1,980 (+365.88%)	255 Clicks	12.88% (-10.27%)	₹163.78 (-2.20%)	20.00 (+300.00%)	₹2,088.15 (+2.21%)	7.84%	8.20%	-0.35%	-4.31%	92.07% (+1.11%)
Total: Filtered campaigns ?		₹96,318.88 (+55.96%)	4,439 (+61.36%)	596 Clicks	13.43% (-2.54%)	₹161.61 (-0.83%)	56.00 (+93.10%)	₹1,719.98 (-19.24%)	9.40%	7.65%	1.74%	+22.80%	92.63% (-0.61%)

Clicks increased by 57%

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		<>	<>	><	><	<>	<>	<>	<>	<>	%<>		
				01/07/2024 - 31/07/2024	01/06/2024 - 30/06/2024	Change	Change (%)						
☐ ☒ Thane New LP	Search	₹21,642.40 (+10.80%)	973 (-2.41%)	133 Clicks	120 Clicks	13	+10.83%	13.67% (+13.57%)	₹162.72 (-0.03%)	14.00 (+40.00%)	₹1,545.89 (-20.86%)	10.53% (+26.32%)	91.57% (+1.22%)
☐ ☒ Borivali New LP	Search	₹32,913.39 (+2.82%)	1,486 (+11.81%)	208 Clicks	198 Clicks	10	+5.05%	14.00% (-6.05%)	₹158.24 (-2.12%)	22.00 (+57.14%)	₹1,496.06 (-34.57%)	10.58% (+49.59%)	94.08% (-1.94%)
☐ ☒ Andheri New LP	Search	₹41,763.09 (+308.82%)	1,980 (+365.88%)	255 Clicks	61 Clicks	194	+318.03%	12.88% (-10.27%)	₹163.78 (-2.20%)	20.00 (+300.00%)	₹2,088.15 (+2.21%)	7.84% (-4.31%)	92.07% (+1.11%)
Total: Filtered campaigns		₹96,318.88 (+55.96%)	4,439 (+61.36%)	596 Clicks	379 Clicks	217	+57.26%	13.43% (-2.54%)	₹161.61 (-0.83%)	56.00 (+93.10%)	₹1,719.98 (-19.24%)	9.40% (+22.80%)	92.63% (-0.61%)