

### 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

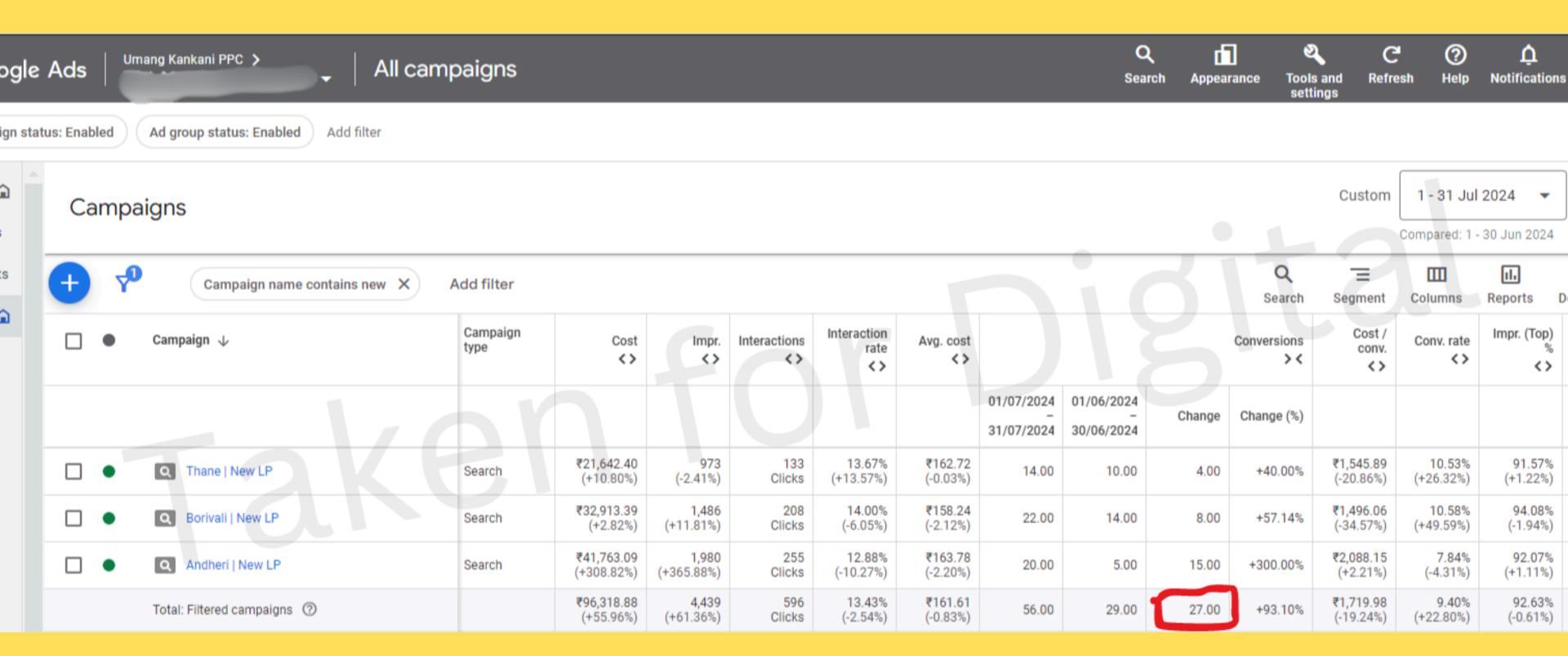
## Strategy

- 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.

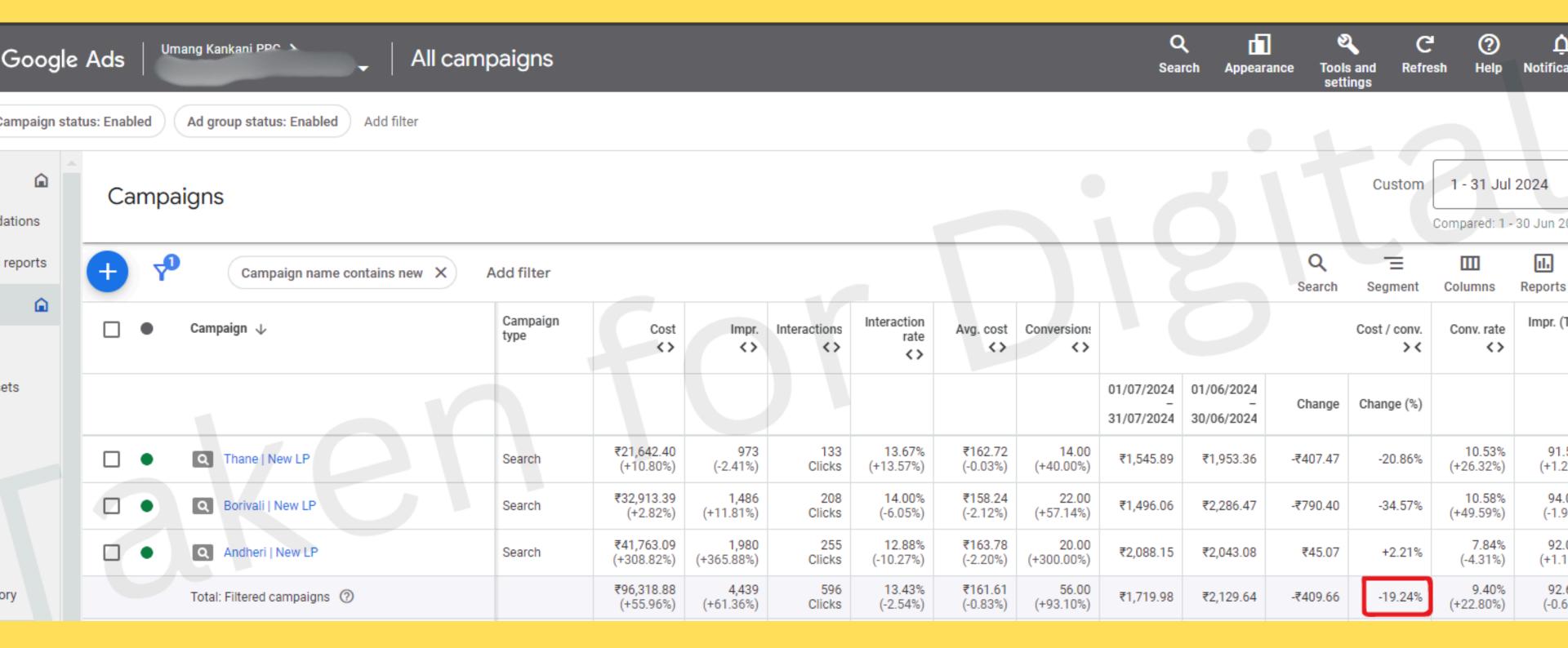
### Results

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

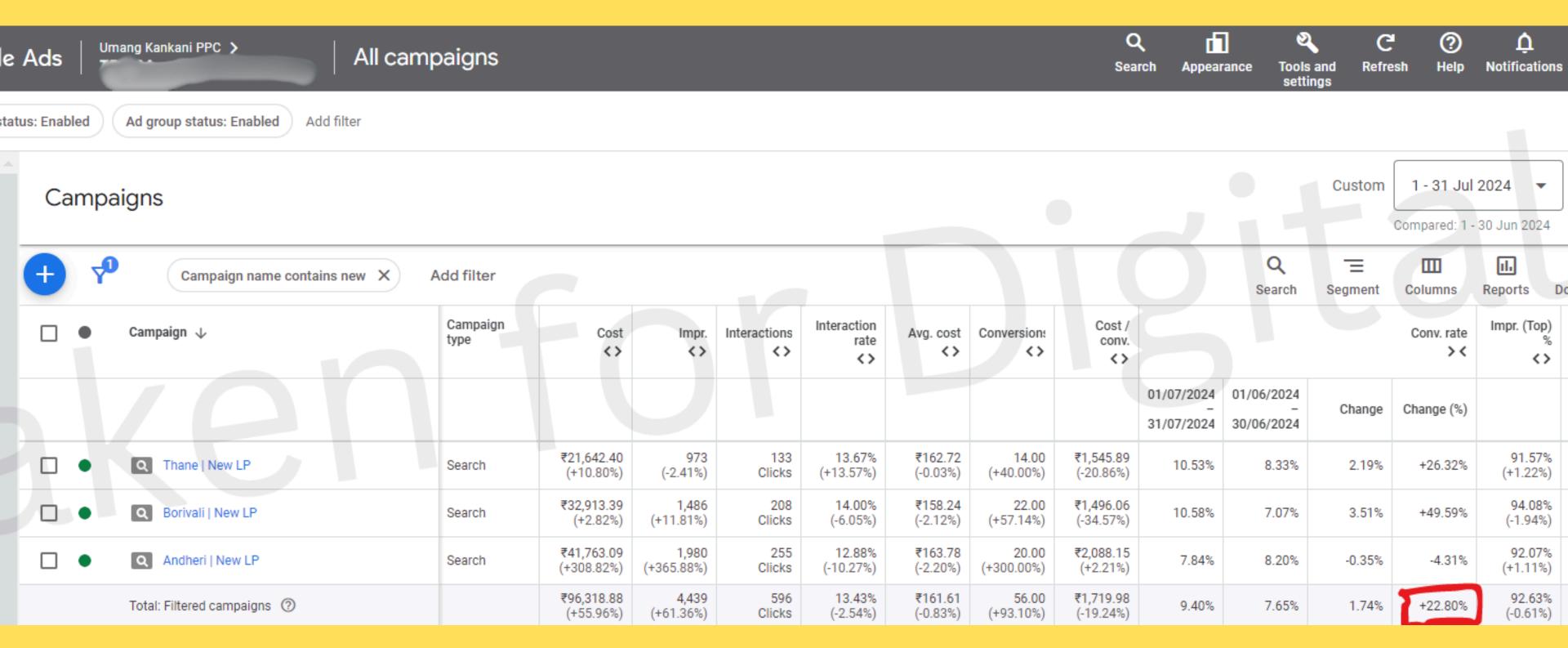
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