

HOW WE GAINED HUGE RESULTS

FOR SEVERAL COURSES FROM PAID
ADVERTISING FOR THIS UNIVERSITY





After several failed attempts **we were looking for a digital agency** that knew the education sector **and** understood out target market.

OUR LEAD GENERATION SOLUTION

How we did it

01

Awareness

Display campaigns were ran on Google Ads for brand awareness with remarketing strategies in place

02

Campaign Set Up

Campaigns were segmented into university specific and course specific keywords for optimal control over results

04

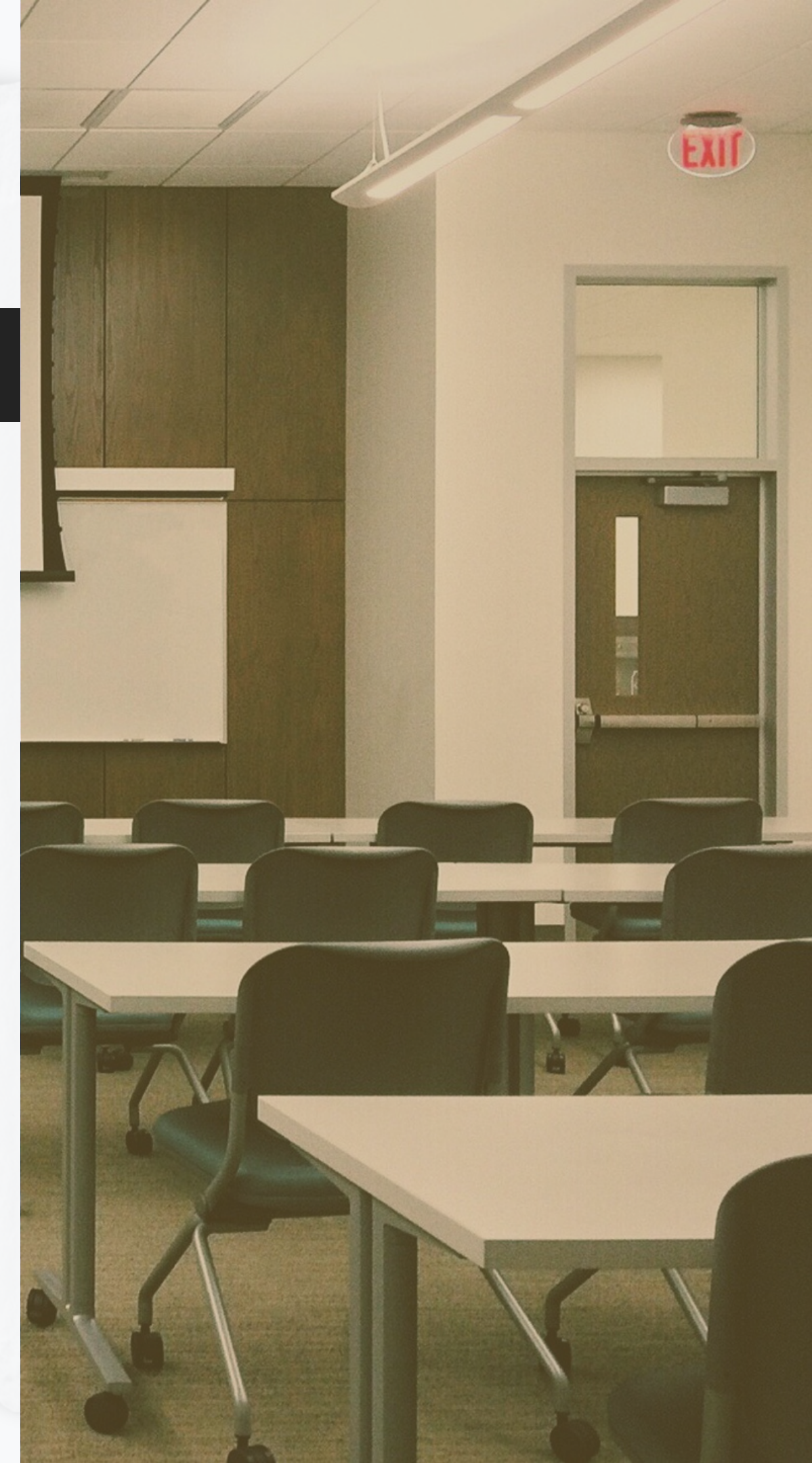
Automations

Automations were set for new leads to allow the admissions team to access and contact new leads instantly

03

Conversions

Individual landing pages were created for each campaign to create high converting landing pages with various methods of data capture



OUR RESULTS



BUDGET
84,652.95 AED



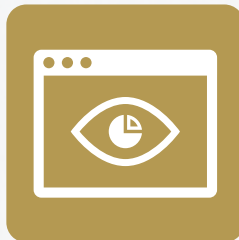
LEADS
1,081



PLATFORM
Google Ads



CLICKS
54,272



IMPRESSIONS
3,439,380



COST PER LEAD
78.31 AED





TDS Group have complimented what we do so nicely **showcasing their advanced knowledge** on key platforms on a daily basis, **I wouldn't hesitate to work with them.**

CTR	Impr.	Impr. (Abs. Top) %	Impr. (Top) %	Clicks	Conversions	Cost / conv.	Cost	Avg. cost	Conv. rate	Interaction rate
0.68%	342,435	—	—	2,330	40.00	AED70.00	AED2,800.00	AED1.20	1.72%	0.68%
0.44%	265,944	—	—	1,158	73.00	AED5.17	AED377.47	AED0.33	6.30%	0.44%
9.83%	2,758	56.49%	96.69%	271	1.00	AED365.72	AED365.72	AED1.35	0.37%	9.83%
14.18%	2,221	45.18%	93.11%	315	0.00	AED0.00	AED365.41	AED1.16	0.00%	14.18%
0.88%	283,909	—	—	2,486	0.00	AED0.00	AED244.82	AED0.10	0.00%	0.88%
0.19%	538,905	—	—	1,032	19.00	AED128.35	AED2,438.61	AED2.36	1.84%	0.19%
22.39%	8,544	88.43%	96.37%	1,913	164.00	AED20.41	AED3,347.09	AED1.75	8.57%	22.39%
3.02%	400,474	—	—	12,112	0.00	AED0.00	AED2,118.57	AED0.17	0.00%	3.02%
0.89%	758,873	—	—	6,781	5.00	AED470.93	AED2,354.63	AED0.35	0.07%	0.89%
1.93%	38,779	46.20%	98.68%	747	2.00	AED366.85	AED733.71	AED0.98	0.27%	1.93%
11.59%	4,994	73.92%	98.40%	579	4.00	AED189.54	AED758.16	AED1.31	0.69%	11.59%
5.05%	26,370	29.26%	82.17%	1,331	21.00	AED216.42	AED4,544.86	AED3.41	1.58%	5.05%
3.69%	39,454	38.07%	82.29%	1,454	34.00	AED271.39	AED9,227.30	AED6.35	2.34%	3.69%

