Digital Education Company | Lead Generation for Certificate Programs

Scaling Google Ads & Meta Ads Case Study - 3 Months

Google Ads - 38%
Increase in spend with
3% increase in ROAS

Meta Ads - 30%
Increase in spend with
32% increase in ROAS

Paid Perceptions

This company helps individuals gain the digital skills and real-world experience they need to thrive through courses based on high-growth professional fields with rapidly increasing salaries. The goal is to prepare the program's cohorts for a new career.

What sets this company apart from the competition is they white-label their courses through accredited university partners such as Southern Methodist University and the University of Arizona.

What does this education company do?

Definitions

DMS

DMS stands for digital marketing science and was the program that we had already proven, but we wanted to scale further and increase our visibility with especially on search. This program has a wider appeal and a lower barrier to entry.

BAS

BAS stands for business analytics science and was a newer program over this quarter that we were trying to scale. It was generally more difficult to scale compared to DMS because the CPCs are higher for these types of terms.

Challenges & Goals

Maintain or improve efficiency while increasing spend by over 30% QoQ.

Scale the BAS program to match the spend and performance of the DMS program.

Increase impression share dominance for DMS keywords on Google.

Total Account Performance

Efficient scaling was achieved with a 20% increase in ROAS. Reasons for success include.

- Keyword expansion on Google to better cover themes outside of our standard keyword set where impression share was starting to reach 80%.
- Constant testing of new creatives on Meta, with new themes that decreased our CPCs and increased our conversion rates.

Metric	% Change
Cost	+33%
Leads	+52%
CPL	-12%
Revenue	+60%
ROAS	+20%

Paid Perceptions

Google Performance

Efficient scaling was achieved with a 3% increase in ROAS. Reasons for success include.

- Keyword expansion to better cover themes outside of our standard keyword set where impression share was starting to reach 80%.
- Updated to copy, additional extensions, and streamlining campaign structure.

Metric	% Change
Cost	+38%
Leads	+31%
CPL	+5%
Revenue	+42%
ROAS	+3%

Paid Perceptions

Meta Performance

Efficient scaling was achieved with a 32% increase in ROAS. Reasons for success include.

- Constant testing of new creatives on Meta, with new themes that decreased our CPCs and increased our conversion rates.
- Expansion into new markets allowed us to scale our spend without sacrificing efficiency that would have been lost by increasing our frequency to users who had already seen ads.

Metric	% Change
Cost	+30%
Leads	+55%
CPL	-16%
Revenue	+72%
ROAS	+32%

Paid Perceptions

BAS Performance

Efficient scaling was achieved with a 10% increase in ROAS. Reasons for success include.

- Through keyword sculpting on Google we were able to find which themes were the most efficient to scale and then expand our keyword set from there.
- On Meta, increased budgets and new themes allowed us to test creative and optimize our campaigns faster and generate better results.

Metric	% Change
Cost	+47%
Leads	+57%
CPL	-6%
Revenue	+63%
ROAS	+10%

Paid Perceptions

DMS Performance

Efficient scaling was achieved with a 29% increase in ROAS. Reasons for success include.

- By scaling what was already efficient and expanding where necessary, we were able to maintain consistency for DMS on Google while allocating budget to more efficient areas.

Metric	% Change
Cost	+24%
Leads	+52%
CPL	-18%
Revenue	+60%
ROAS	+29%

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Sam Cohen - Founder

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