

CASE STUDY:

Lower Cost Per Enrolment – Google Ads





Client: ICFAI University

Client Overview:

ICFAI University is one of the leading universities offering higher education and distance education in India. The group has a total of nine universities. ICFAI Business School (IBS) is among the top ranked business schools in India.

Problem Statement:

The client was keen to lower their Cost Per Enrolment (CPE) i.e. to optimize and lower their student acquisition cost. Their CPE in 2015 was a third of their course fee. They wanted to bring this down to one-fourth of their course fee or lower.

Solution Approach:

Solution Drivers: Google Ads Campaign, Mobile Call Ads

Outcome:

FY	Spend	Enrolments	CPE	+29%	Enrolments
2015 - 16	X	X	X		
2016 - 17	221%	484%	-45%	-23%	CPE
2017 - 18	16%	5%	11%		
2018 - 19	-1%	29%	-23%	-53%	CPE against 2015 - 16

Achieved a nearly 5x improvement in enrolments within 3 quarters of taking over the account. In 2016 - 17, the spend increased 221% while enrolments went up by 484%. The Cost Per Enrolment (CPE) went down by 45%

-45%
Lower CPE

In 2018 - 19, the spend was the same as the previous FY. However, the enrolments went up by 29% and CPE dropped by another 23%.

-23%
Lower CPE

The CPE has dropped 53% between 2015 - 16 and now

-53%
Lower CPE

Note:
Digital Frontier took over the account beginning late May, 2016.
Have represented numbers in % owing to client-metrics confidentiality.



About Digital Frontier

Digital Frontier is a tech-centric and solutions focused digital & performance marketing agency. Our key services include Lead Generation, MarTech, Web Analytics, Digital Strategy, AdTech, Infographics, App Marketing, etc. Also, we develop digital assets across connected devices including websites and mobile apps.

Cost efficiency, scalability, and quality are the three tenets that form the core of our service delivery. Based in Mumbai, India, we seek to deliver strategic advantage to our clients by delivering on high value, best-in-class solutions.

Digital Frontier is founded by an ex-Google professional with 22 years of overall cross-industry work experience and nearly two decades of Digital Marketing experience spanning Education, Insurance and Media & Entertainment.

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