Goal

Lead generation campaign for UG and PG Programs

GEMS B SCHOOL
THE CAREER CATALYSTS
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION

Strategy:

Campaigns were managed round the clock, and through geo-targeting to get best results Generate instant online engagement and accumulated valuable customer behavior data

Constant review of ad performance vitals, performed A/B, tested landing pages and monitored engagement patterns daily

11,657
Verified Leads

10X
ROI

12%
Improvement in CTR

CMRSL