



ABOUT THE BRAND

Bharati Vidyapeeth is the one of the largest network of educational institutions in India and overseas. Comprising of 190 units of schools and colleges in the field of Engineering, Medicine, Management and Architecture

CHALLENGES

- Low count of website traffic and leads
- Generate leads in Pandemic 2020

OBJECTIVE

- Increase website traffic
- Generate leads at low CPL

SERVICES OFFERED

- Paid Campaign on Google, Facebook - Instagram
- Ads Types - Display Network, Static and Carousel Ads
- Types of Campaign - Lead generation and Remarketing

1.2M+

1.2M+ Reach within
2 months

4.6M+

4.6M+ Impression within
2 months

2.3K+

2.3K+ Leads Delivered in
2 months



STRATEGY

- Started with the paid campaign on Google and Facebook - Instagram to generate leads
- Started with display remarketing campaigns on Google and Facebook - Instagram

₹1M+

BUDGET MANAGED

₹1Million in 2 months

₹174/-

COST PER LEAD

₹94.95/-

LOWEST CPL

₹15/-

COST PER CLICK

₹10/-

LOWEST CPC

