

# CASE STUDY

GOOGLE ADS

How a Prestigious School generated 306  
Leads at \$61 CPL in 3 months

Educational Institution



# OVERVIEW



## OVERVIEW

An educational institution based in San Antonio aimed to generate quality leads at the lowest cost per conversion. With a project duration of 10 months and a monthly budget of \$4,000, their primary goal was to attract more qualified leads while maintaining a low cost per conversion.



## ABOUT THE CLIENT

A prestigious school in San Antonio.



## PROBLEM STATEMENT

The institution's challenge was generating high-quality leads while minimizing the cost per conversion.

# GOALS

Their goal was to increase the number of qualified leads to grow their business while minimizing the cost per lead (CPL).



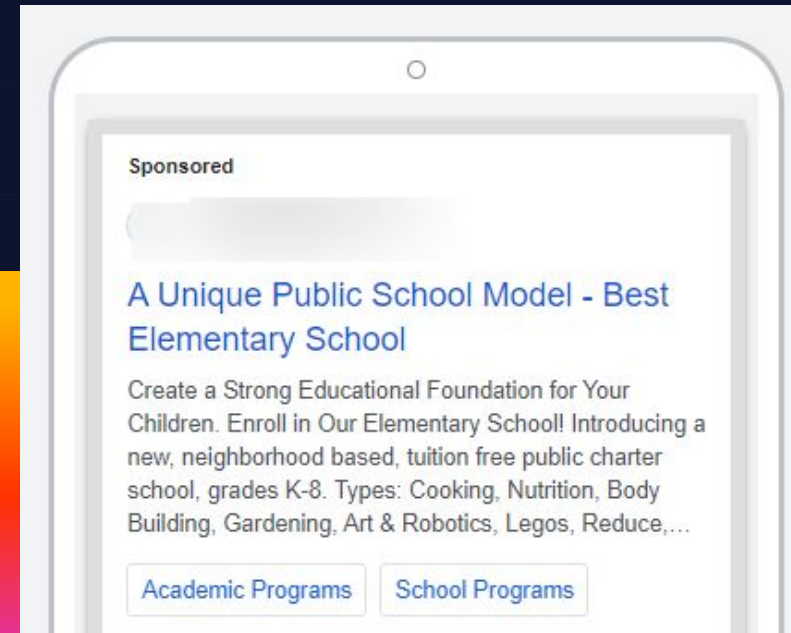
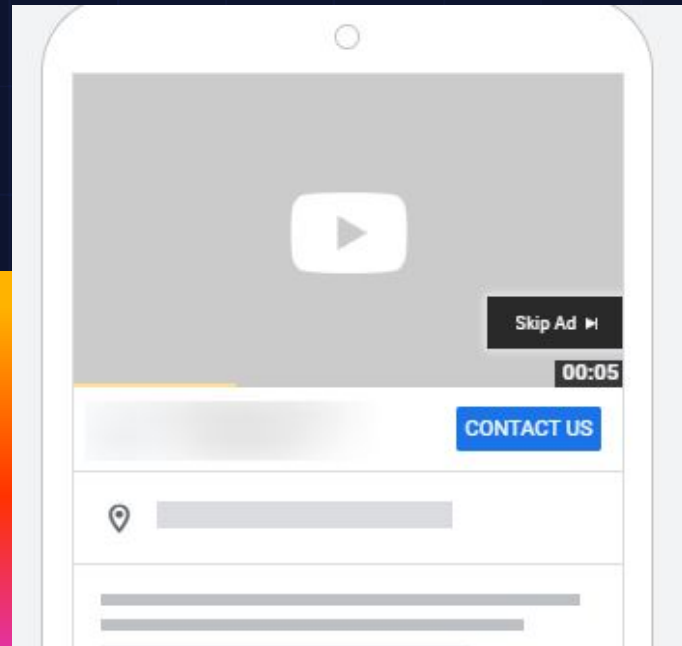
The image features two black chess pieces, a king and a rook, positioned on a glowing, multi-colored board. The board has a gradient from purple to orange. The king piece is on the left, and the rook piece is on the right. The background is a dark blue grid.

# STRATEGY

The strategy included developing specific Google Ads campaigns tailored to relevant keywords and audience targeting. Initially, the goal was to enhance lead quality despite facing high costs. Improvement was achieved by introducing new ad copies and focusing on school events, which helped lower the cost per lead. Following this, a Search campaign was launched to generate leads and a Performance Max campaign was implemented through the Google Business Profile to drive foot traffic.

# BEST PERFORMING ADS

The best-performing ad had high engagement, featuring calls to action like "Call." It was optimized for visibility and engagement, significantly contributing to overall lead generation.

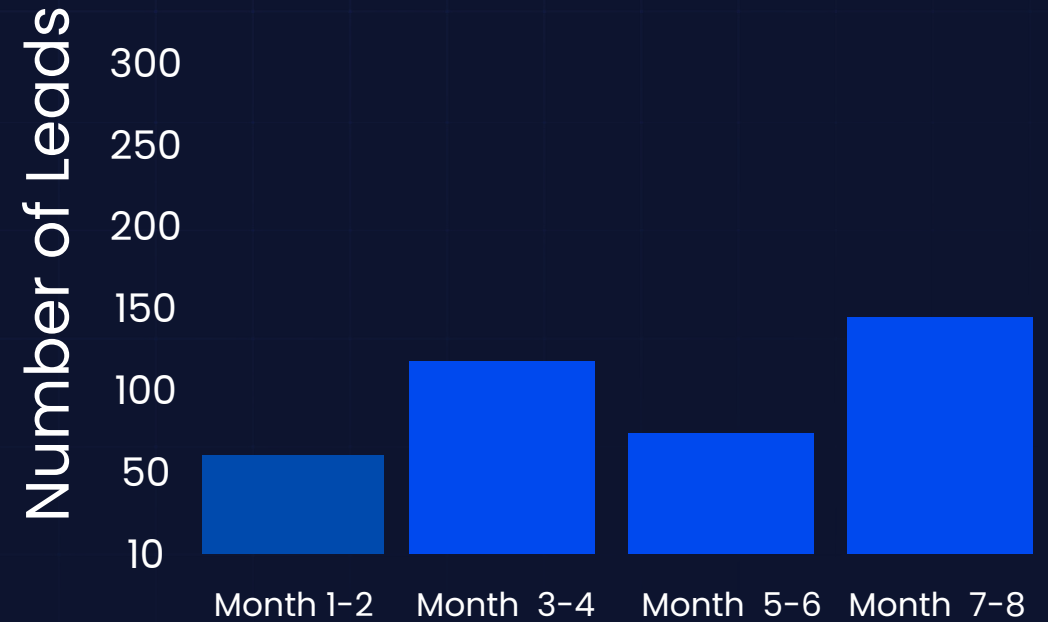


# DETAILED RESULTS

During the first two months, the campaigns generated 53 leads at a cost of \$121 per lead. In the next two months, the number of leads increased to 74, with the cost per lead dropping to \$68. In the fifth and sixth months, there were 55 leads at \$86 per lead. In the final phase, spanning months seven to ten, the results were 124 leads at a cost of \$61 per lead.

## FINAL OUTCOME

Overall, the campaign generated 306 leads at a total cost of \$23,802, with a click-through rate (CTR) of 0.27% and a cost per click (CPC) of \$1.32.



**Budget:** \$4,000 Per Month

**Location:** San Antonio

# CONCLUSION

By testing various ad copies, bids, and budgets, we ensured a consistent flow of leads. The best-performing ads were Responsive Search Ads (RSA) and Call Ads, focusing on quality leads on the Google Search platform.

This case study demonstrates the effectiveness of strategic planning, continuous optimization, and collaboration with the client to achieve desirable results in a Google Ads campaign.

