

PPC Case Study

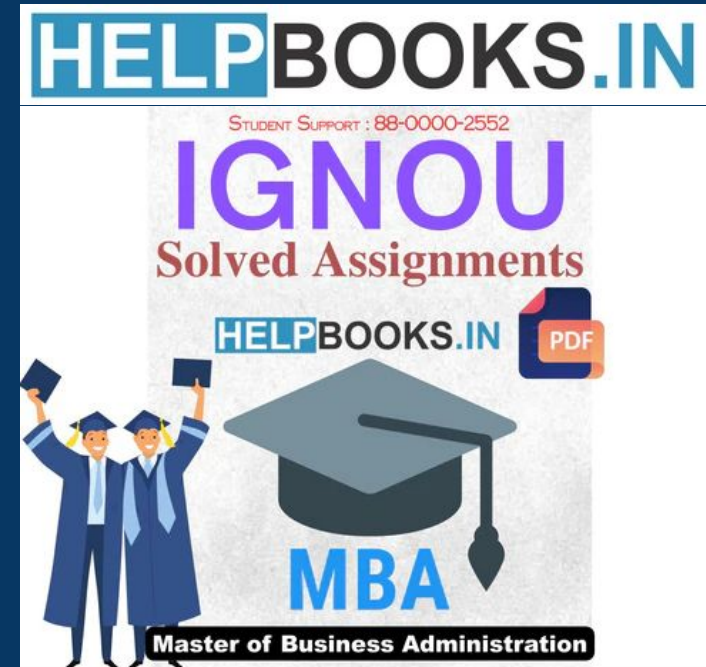


IGNOU Assignments **Sales Increased by 750%**
and **CPA Reduced by 75%** in 3 Months

The Client

HelpBooks stands at the forefront of educational assistance for students enrolled in the prestigious Indira Gandhi National Open University (IGNOU). Specializing in handwritten solved assignments, HelpBooks offers a unique and invaluable resource for IGNOU students seeking academic excellence and success.

With concise and accurate solutions, they simplify complex concepts, aiding in academic success. Students can easily purchase solved assignments online, eliminating stress and enabling focused learning.



Objective

The primary objective of HelpBooks.in was twofold:

1. Increase Online Presence: Enhance visibility and brand awareness among students pursuing IGNOU courses across India.
2. Increase Sales: Drive more conversions and boost sales of assignments.
3. Reduce CPA cost: In addition to increasing sales, HelpBooks.in aimed to optimize their marketing expenditure by reducing the cost per acquisition.



Challenges

While HelpBooks.in offered valuable services tailored to the needs of IGNOU students, they faced several challenges in achieving their objectives:

1. **Conversions:** Despite offering high-quality assignment solutions, converting website visitors into paying customers was proving to be a challenge.
2. **Cost per Acquisition (CPA):** The cost per acquisition through existing marketing channels was high, impacting the profitability of the business.

Solutions

To address these challenges and achieve their objectives:

1. **Keyword Research:** Identify relevant search terms and phrases used by students seeking assignment help for IGNOU courses.
2. **Targeted Ad Copy:** Compelling ad copies were crafted highlighting emphasizing the tailored, handwritten solutions for IGNOU assignments.
3. **Geo-Targeting:** Focus on regions with a high concentration of IGNOU students.
4. **Optimized Landing Pages:** Optimized to ensure a seamless user experience, with clear CTA's prompting visitors to explore assignment solutions and make a purchase.

Results: MOM Campaigns Performance

Month	Total Spend	% Change	Conversions	% Change	CPA	% Change
Jan 2024	14,927	Nil	139.01	Nil	107.38	Nil
Feb 2024	24,283.13	62.68%	581.72	318.47%	41.74	-61.13%
March 2024	31,749.59	30.75%	1,181.61	103.12%	26.81	-35.77%

Campaign Screenshot : Jan 2024

Campaigns Custom 3 - 31 Jan 2024 Show last 30 days

↑ Raise your budgets: Your ads stopped running on your busiest days. Fixing your limited budget can help. +1.6% View Apply

+ ⌵ Add filter Search Segment Columns Reports Download Expand More

<input type="checkbox"/>	Campaign	Budget	Bid strategy type	Status	Clicks	Cost	Avg. CPC	CTR	Conversions	Cost / conv.
<input type="checkbox"/>	PMax	₹623.52/d...	Maximise conversions	Eligible	710	₹2,400.42	₹3.38	3.03%	21.00	₹114.31
<input type="checkbox"/>	Search	₹100.00/d...	Maximise conversions (Target CPA)		1,743	₹12,526.64	₹7.19	4.24%	118.01	₹106.15
Total: All but removed... ?					2,453	₹14,927.06	₹6.09	3.80%	139.01	₹107.38
⌵	Total: Account ?	₹723.52/d...			2,453	₹14,927.06	₹6.09	3.80%	139.01	₹107.38

Campaign Screenshot : March 2024

Campaigns Custom 1 - 31 Mar 2024 Show last 30 days

📌 Raise your budgets: Your ads stopped running on your busiest days. Fixing your limited budget can help. +1.6% View Apply

+ Y Add filter Search Segment Columns Reports Download Expand More

<input type="checkbox"/>	Campaign	Budget	Bid strategy type	Status	Clicks	Cost	Avg. CPC	CTR	Conversions	Cost / conv.
<input type="checkbox"/>	● PMax	₹623.52/d... <input checked="" type="checkbox"/>	Maximise conversions	Eligible	12,659	₹11,618.18	₹0.92	0.91%	521.50	₹22.28
<input type="checkbox"/>	● Search	₹100.00/d... <input type="checkbox"/>	Maximise conversions (Target CPA)		5,325	₹20,131.41	₹3.78	5.40%	660.11	₹30.50
Total: All but removed... ?					17,984	₹31,749.59	₹1.77	1.21%	1,181.61	₹26.87
<input checked="" type="checkbox"/>	Total: Account ?	₹723.52/d...			17,984	₹31,749.59	₹1.77	1.21%	1,181.61	₹26.87



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Thank You

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