

## Re-positioned DUX for monthly subscriptions as School Tuitions.











The use of Google Search and Performance Max campaigns with constant optimisations across selcted geographies, coupled with Facebook interest based camapigns to generate quality leads. We used landing page optimisation techniques and retargetting campaigns to bring down CPLs.



## Built the brand in SEA and ME as we scaled up outside India



Increase in Lead Pipeline 40%

Decrease in Cost Per Lead

NEW

Enabled NEW
Launches in
Southeast Asia
and Africa

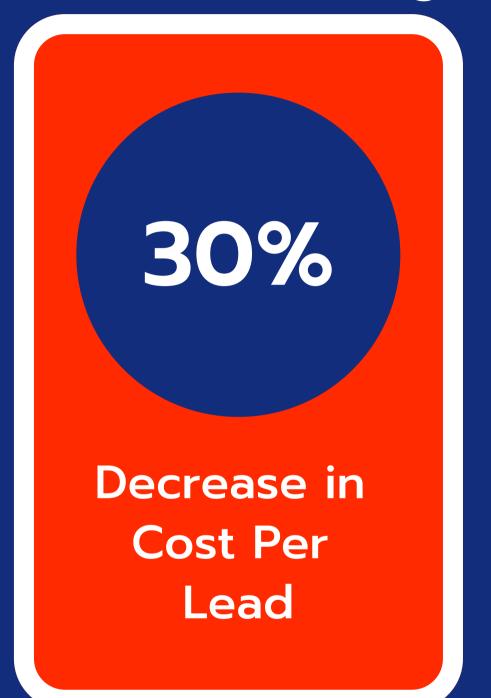


The use of LinkedIn Ads and Inmails in optimal ways to promote courses across the target audience domain contributed to the results. Use of effective copies and creatives helped lower CPLs. Use of Google Search campaigns brought down conversion costs with high intent leads.



## Repositioned HT Adworks as a advertising bundle instead of a standalone offering













The use of Facebook Interest based campaigns and LinkedIn sponsored campaigns with constant optimisations across selcted geographies, coupled with Google search based campaigns to generate quality leads.