

Re-positioned DUX for monthly subscriptions as School Tuitions.

300%

Increase in
Total
Revenues

4X

Increase in
Lead
Pipeline

50%

Decrease in
Cost
Per Lead



**DUX**
Education

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

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

50%

Increase in
Lead
Pipeline

40%

Decrease in
Cost Per
Lead

NEW

Enabled NEW
Launches in
Southeast Asia
and Africa

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

40%

Increase in
Lead
Pipeline

30%

Decrease in
Cost Per
Lead

50%

Increase in
Sales Qualified
Leads



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