

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.