

# Promotion of Online Education

Basic goals:

- Carry out scaling of advertising activities with limiting metrics: CPL no more than \$ 50-60, ROMI no less than 100%
- Promotion with an average check (CPO) of at least \$ 1,000

**REVENUE = \$ 406,337**

Of these, about **47.7%** were sales from the **Facebook Ads** and **52.3%** from the **paid search and display** (Google Ads and Yandex Direct)

**CR = 10.5%**

Percentage of conversion from lead to a sale

**LEAD = 3,697**

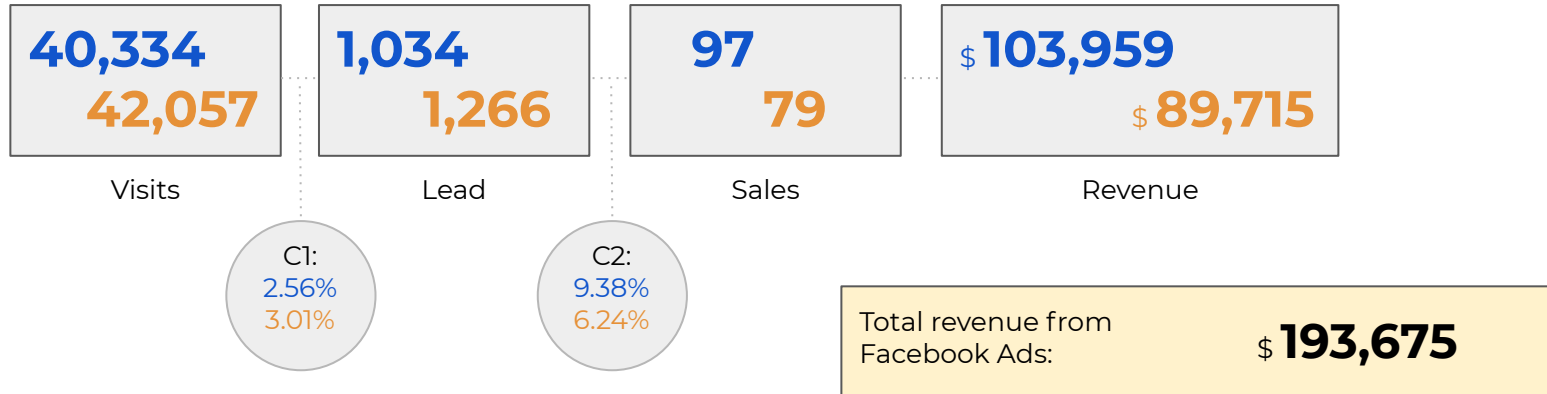
Average conversion from visitor to potential client ranged from **0.85%** to **3.01%**

**ROMI = 133% - 250%**

# Key performance metrics

the period under consideration is the year of work on the project

## Facebook & Instagram - Channel efficiency



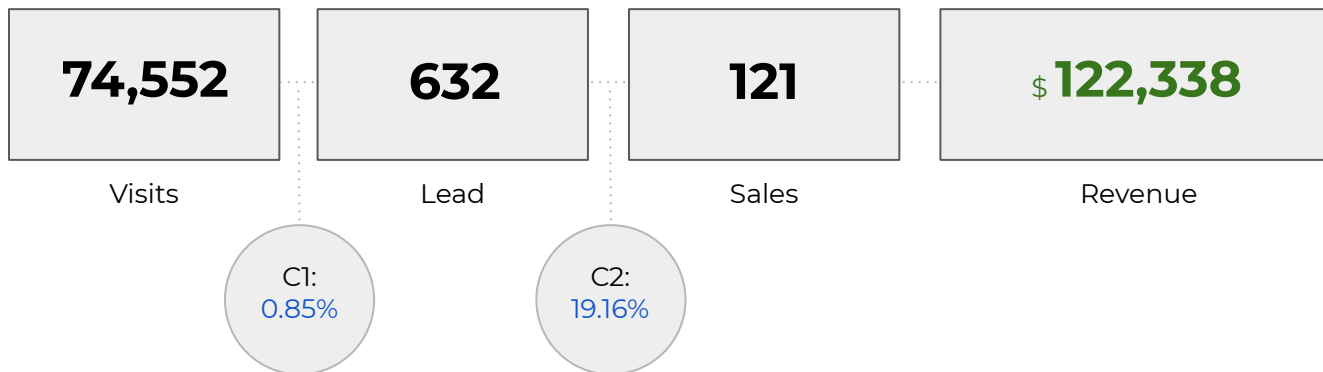
### Comments (1):

The overall result for the year showed that the increase in the efficiency of the channel occurred precisely due to the launch of a unique (interactive) course, which on average has **C2 = 16.8 - 25.0%** (closing a lead on sale).

# Key performance metrics

the period under consideration is the year of work on the project

## Google Ads - Channel efficiency



### Comments (2):

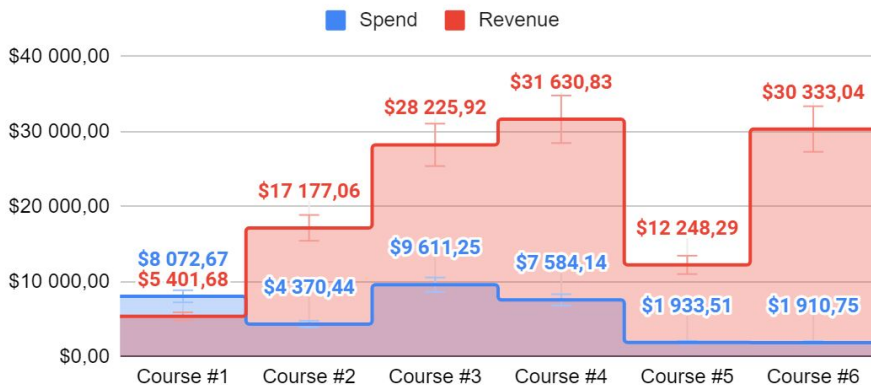
As a general result for the channel, it is worth highlighting several promotions of interactive courses, which, although they did not have a large number of leads, had a high conversion rate (C2).

Income for each of them was more than **\$ 27,500**.

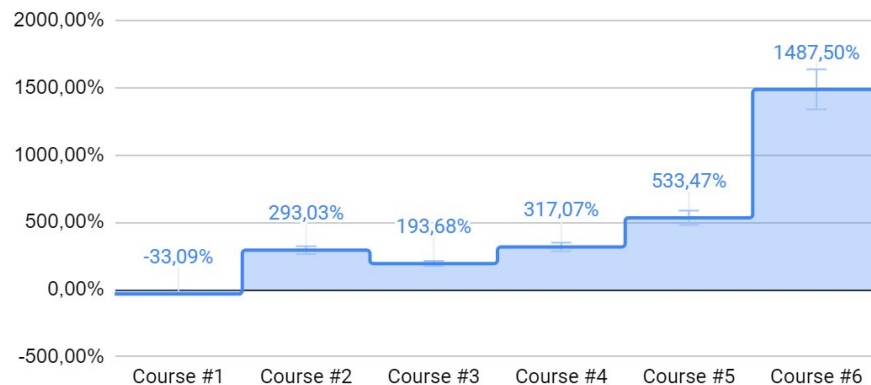
# Key performance metrics

the period under consideration is the year of work on the project

## Revenue & Spend



## ROMI



## Comments (3):

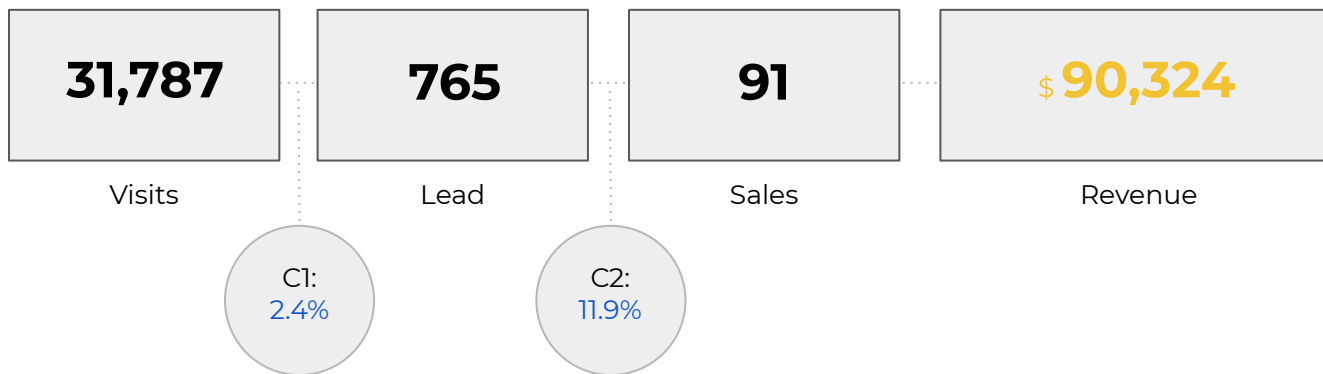
The channel was stable and began to pay off starting from Q3 2020. In general, the channel in all directions and launches proved to be effective (despite the CPL jumps).

Distinctive: they developed general brand awareness, and in fact, brand companies actively developed “indirect” remarketing in search, which at this stage closes almost **65%** of sales by rates.

# Key performance metrics

the period under consideration is the year of work on the project

## Yandex Direct - Channel efficiency



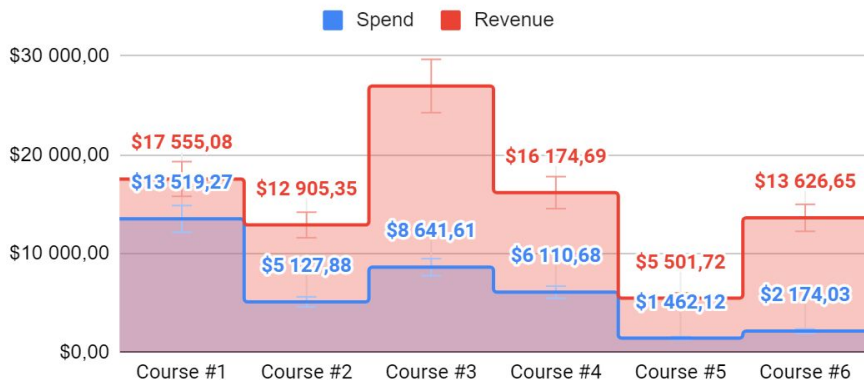
### Comments (4):

One of the distinguishing points in this channel is a rather high percentage of order closing for sale (C2): in campaigns for targeted key queries, it reached about **12.5 - 15.5%**, in branded campaigns up to **25 - 35%**.

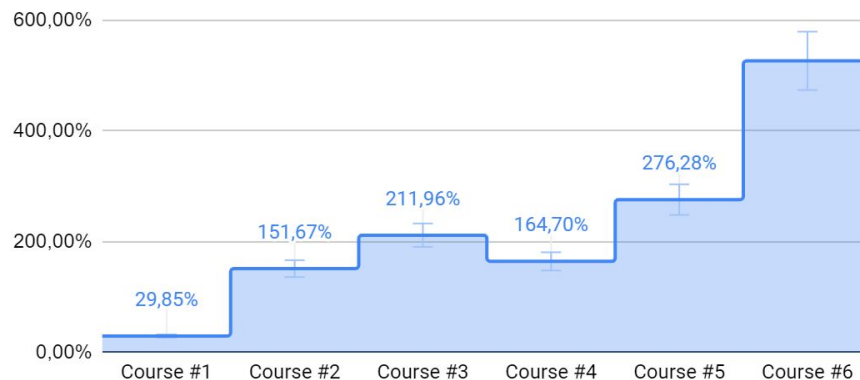
# Key performance metrics

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## Revenue & Spend



## ROMI



## Comments (5):

By analogy with Google Ads, this channel was leveled out only in the second half of the year due to the emergence of more interesting course offers, the development of a brand, and near thematic demand.



“

**Case  
is not  
finished**

It continues to  
move towards  
the  
**exponential**

”



“

**Work  
with  
us**

And your  
revenue will  
be **fortuned**

”