

Upskilling in Mathematics for K12 EdTech

The client wanted to keep their
name confidential.

A CASE STUDY

Background

K12 EdTech specializing in Mathematics, based in Bangalore, India, aimed to target the markets in the US, UK, and CA.



Challenges

Target Audience

Difficulty in targeting Indians living in the US, UK, and CA.

High CPM

High cost per thousand impressions in US and UK.

Lead Cost

Initial cost of lead was Rs. 4500.

Demo Attendance

Poor attendance for demo classes.

Ad Creatives

Ad creatives and videos appeared too promotional.

Brand Awareness

Lack of brand awareness in target markets.

Results & Impacts

Cost per Demo Booked

Reduced to **From 4,500 to Rs. 1200** in the US market.

Improved Conversion Rate

Conversion rate increased from **1.2% to 5%** post lead nurturing and branding efforts.

ROAS Growth

Return on Ad Spend (ROAS) improved from **2.5X** to an average of **6.5X** due to combined front-end and back-end strategies.

High Conversion Rate

The download funnel and short courses funnel achieved a **15% conversion rate** on upselling.

Spearheaded by
Harvard Alumnus

John Poulouse

**Business Strategist | Experienced
Leader**



He is the founder and the cerebrum, the intellect behind Insightus Digital. An alumnus of Harvard Business School with over 20 years of hands-on experience and palpable success in building and scaling businesses seamlessly.

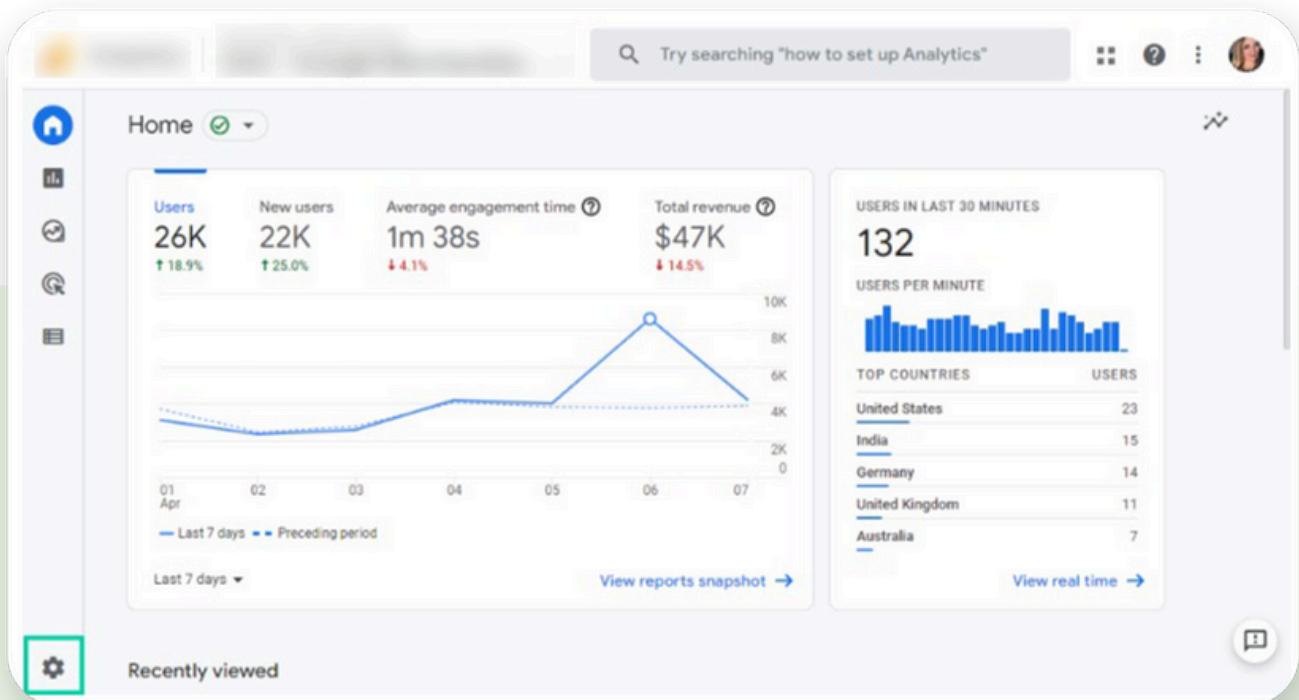
John is an author with Bookboon Learning, creating audiobooks, podcasts and webinars for the global audience.

He is an Entrepreneurial leader, strategic planner, and business executive skilled in implementing viable business solutions.

Strategy and Implementation

GA Tracking and Attribution

Set up accurate Google Analytics tracking and proper attribution models to measure the effectiveness of different campaigns and channels.



Engaging Video Ads

Created video ads showcasing students performing complex calculations, demonstrating the outcome of the course.

Add your Success
Minus your Failures
Multiply your achievements
Divide your obstacles
With
(For Ages 3-7)
An Early Math
Enrichment Program To
Make your
Children like Math!
REGISTER NOW!

Two-Layered Targeting

Implemented targeting combining parent interests with technology interests to better reach the intended audience.

The screenshot displays the Facebook Ads targeting interface. On the left, under 'Detailed targeting', the path 'Demographics > Parents > All parents' is selected. Below this, a search bar is present with the text 'Add demographics, interests or behaviors'. A list of demographic categories is shown, including 'Married', 'Parents with early school-age children (06-08 years)', 'Parents with preschoolers (03-05 years)', 'Parents with preteens (09-12 years)', 'Parents with toddlers (01-02 years)', 'Parents with teenagers (13-17 years)', 'Parents (up to 12 months)', and 'Parents with adult children (18-26 years)'. On the right, the 'Audience definition' section indicates 'Your audience selection is fairly broad.' and shows a size range of '239,694,866 - 281,881,163'. A tooltip is overlaid on the size range, stating: 'The size of the audience for your selected interests is now shown as a range. These numbers may change over time.' Below this, the 'Conversions' section shows a range of '10 - 30'. At the bottom left, the 'Placements' section is visible, with 'Advantage+ placements (recommended)' selected.

Simplified Form

Replaced a three-step form with a single-step form to reduce friction and increase form completion rates.

The image shows a configuration interface for a 'Message for leads' on the left and a preview of the message on a mobile device on the right.

Message for leads
Let people who submit the form know what happens next. They'll be in your list of leads.

Headline
Thanks, you're all set. 23/60

Description
You can visit our website or exit the form now.

Call-to-action button
View Website

Call-to action text
View website 12/60

Link
Add a link

The link you use in completion messages can't go directly to a PDF file, JPEG file, image or

Mobile Preview:
Add your Success
Minus your Failures
Multiply your achievements
Divide your obstacles
With
Thanks, you're all set.
You can visit our website or exit the form now.
You successfully submitted your responses.
View website

Save Draft Publish

Inbound Calls

Introduced inbound call campaigns to engage with potential leads directly.

Conversion

Conversion location

Choose where you want to drive traffic. You'll enter more details about the destination later.

- Website
Send traffic to your website.
- App
Send traffic to your app.
- Messenger
Send traffic to Messenger.
- WhatsApp
Send traffic to WhatsApp.
- Calls
Get people to call your business.

Optimization & delivery

Optimization for ad delivery

Calls ▾

Cost per result goal ⓘ

Meta will aim to spend your entire budget and get the most results using the highest volume bid strategy.

[Show more options ▾](#)

Low-Priced Courses

Promoted low-priced courses to attract initial interest and facilitate upselling.

Add your Success +
Minus your Failures
Multiply your achievements
Divide your obstacles
With

Offer Price | ~~\$10~~
\$1.99

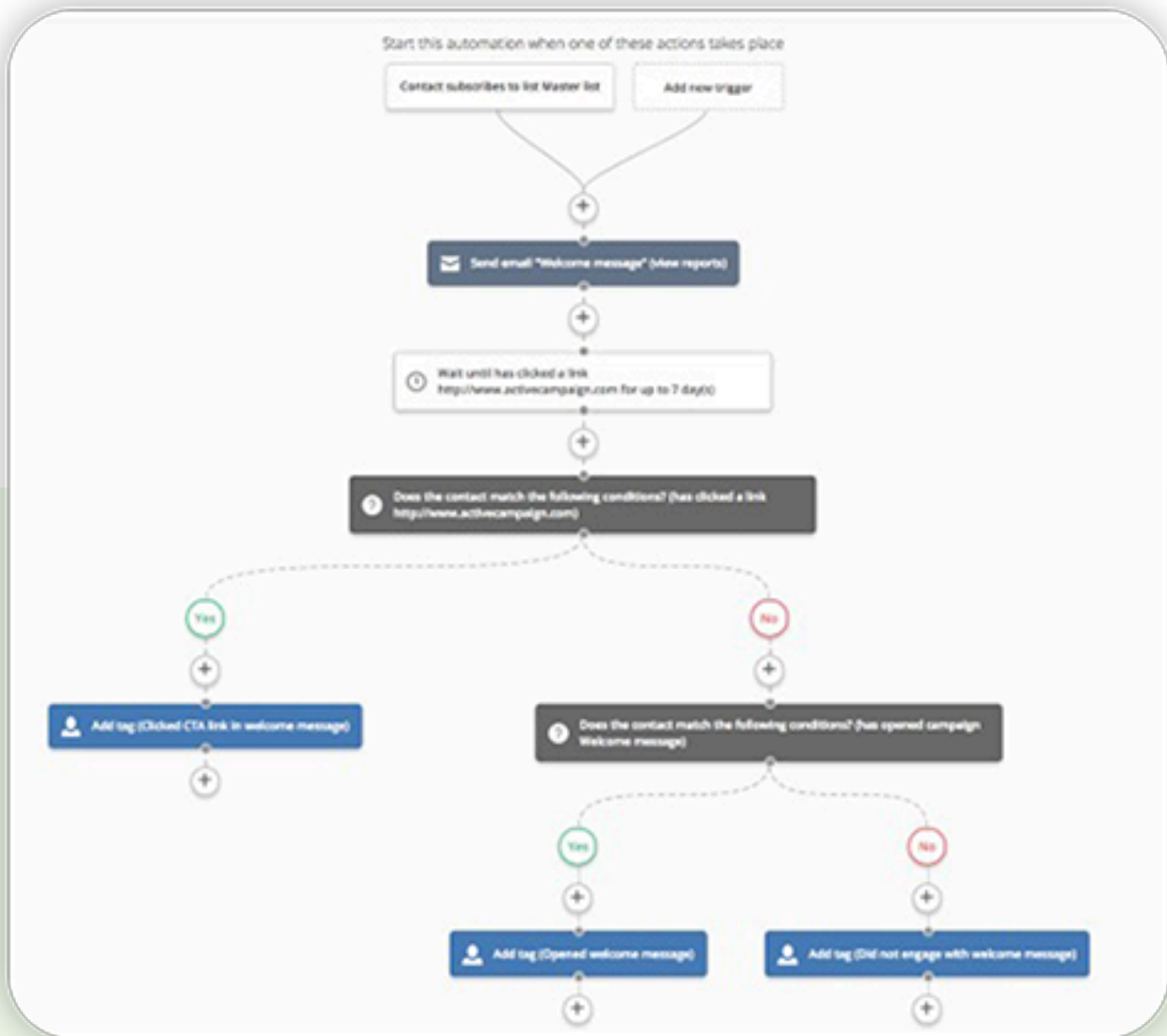
**An Early Math
Enrichment Program To
Make your
Children like Math!**

REGISTER NOW!



Email List Building

Built an email list through free downloads, increasing the pool of engaged potential customers.



Key Takeaways

Accurate Tracking

Proper GA tracking and attribution are crucial for measuring campaign effectiveness.

Engaging Creatives

Outcome-focused video ads can significantly improve engagement and lead quality.

Targeting Strategy

Combining interests for layered targeting helps in reaching the right audience.

Simplified Processes

Simplifying the user journey, such as form submission, can reduce drop-offs and improve lead capture.

Direct Engagement

Inbound calls can enhance engagement and conversion rates.

Low Entry Barriers

Offering low-priced courses can attract initial interest and facilitate upselling.

List Building

Building an email list through value offerings like free downloads can increase engagement and reduce acquisition costs.

Get In Touch With Us, if you would like to have

- 1 A 30-Day Pilot with us – **Assured Results** or **100% refund**.
- 2 A Paid account audit of all your ad accounts – **\$33 USD**
- 3 **Performance marketing consulting** for your in-house team or agency

Sai Alekhya

Senior Consultant
Insightus Digital



9309915079



saialekhya.pogula@insightusdigital.com



[Click to visit
John Poulose Profile](#)



[Click to visit
Winston Dsouza Profile](#)

Thank You