HOW EPICODUS OPTIMIZED THEIR PAID SEARCH ACCOUNT & INCREASED STUDENT APPLICATIONS

CASE STUDY: PAID SEARCH, EDUCATION

GOAL

Epicodus wanted to increase the number of applications and email signups for their coding classes. To achieve this goal, we focused on testing, optimizing, and expanding their AdWords Search campaigns.

OUR STRATEGY

We conducted thorough keyword research and created new AdWords campaigns to target specific coding languages like PHP, Drupal, Ruby, and Rails.

By segmenting the AdWords account and going after valuable, relevant, and highly specific keywords, Perfect Search grew the overall account size to nearly 30,000 keywords.

From bidding up aggressively on remarketing lists for search ads (RLSAs) to A/B testing ad copy, the Perfect Search team constantly optimized each campaign.

RESULTS

96.4% INCREASE IN EMAIL SIGN-UPS

EMAIL SIGNUPS

NOV - JAN

JAN - MAR
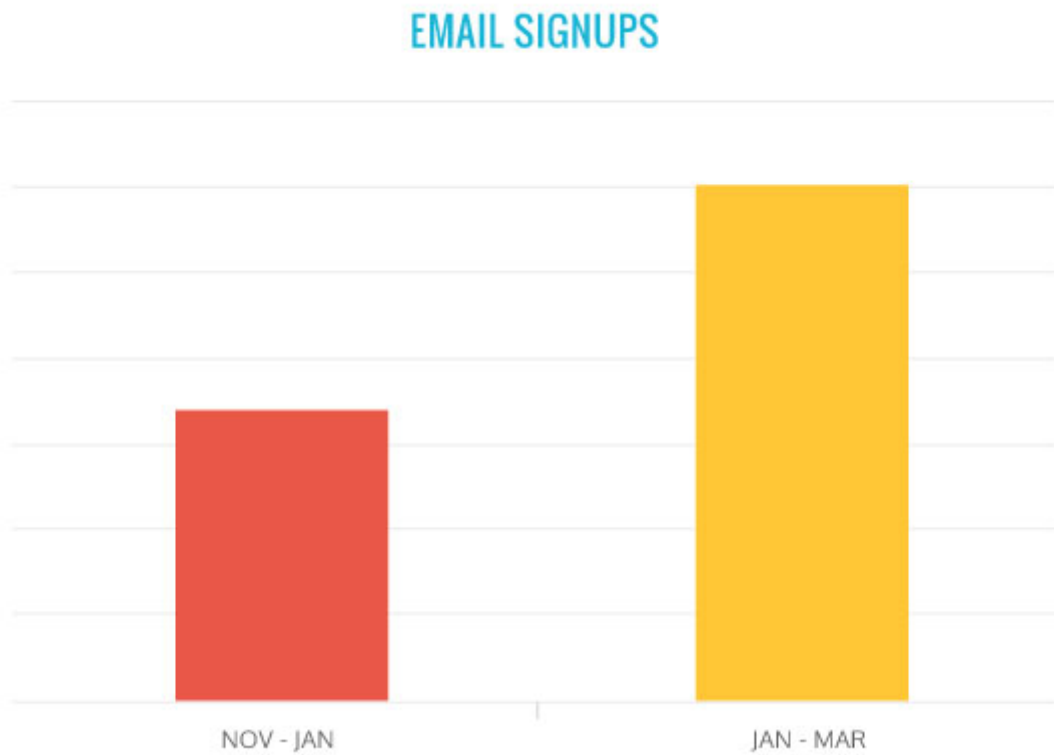
23.8% INCREASE IN APPLICATIONS

11.1% DECREASE IN COST PER LEAD