



HOW NYCDA UTILIZED A HIGHLY TARGETED PAID SEARCH CAMPAIGN & INCREASED LEADS

CASE STUDY: PAID SEARCH, EDUCATION

GOAL

When Perfect Search started working with NYCDA, it was a newer coding academy that didn't have success in their previous digital marketing efforts. They wanted to increase leads and enrollments for their part-time and full-time courses.

OUR STRATEGY

Our team built out a massive Google Ads paid search account with over 100 highly targeted campaigns.

We optimized each campaign to include specific location keywords and a customized manual bidding strategy for all match types to maximize volume.

Once the campaigns were launched, the Perfect Search Team maintained aggressive bid management and A/B tests. We tested ad copy, landing pages, and other conversion rate optimization areas.

RESULTS

40% DECREASE IN YOY COST-PER-LEAD



74% INCREASE IN YOY CTR

78% INCREASE IN YOY CONVERSION RATE

260% INCREASED IN YOY CONVERSIONS FROM 61 TO 220

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