GrowByData

CASE STUDY

Overcoming Hidden Challenges in Online Education Campaigns

The Challenges

Blind Spots in a Growing Market

A leading tech provider specializing in tech skills and design bootcamps thrived in the UK's booming online education market. However, their meticulous campaign tracking lacked a crucial element: **competitor intelligence**. This blind spot hampered their ability to refine their online advertising strategy and effectively reach potential students.

Slipping Visibility Raises Concerns

A concerning trend emerged – their UK search visibility plummeted across paid and organic channels. Branded terms witnessed a significant drop in organic rankings, while paid search results showed a lower Share of Voice (SOV) compared to their ambitious target. This decline translated into a potential decrease in qualified leads and a diminished brand presence to the point where they are shutting down classes.

Solution
Unveiling the Competitive Landscape with GrowByData

They partnered with GrowByData to implement a comprehensive auction insights program. This involved twice-daily scans for relevant keywords, including brand terms and non-brand terms related to specific programs, across desktop and mobile devices in their target locations.

info@growbydata.com

Results
A Goldmine of Strategic Intelligence

Impact
Actionable Insights Deliver Results

1 Unearthing a Growing Threat

Competitive Intellegence revealed a surge in competitor ads, particularly from competitors for searches related to their brand. This indicated competitors' aggressive online advertising efforts, potentially targeting their core audience.

2 Identifying Shifting Search Trends

The data also showed a decline in competitor presence for keywords related to specific programs. This presented an opportunity for them to expand their reach and attract new students interested in those programs.

3 Understanding Competitor Messaging

By analyzing competitor ads, they gained valuable insights into competitors' messaging and creative strategies. This allowed them to refine their ad copy and creatives to stand out from the competition.

★ Optimized Bidding: Armed with knowledge of competitors' ad spend, they could make strategic bidding decisions. They ensured their ads appeared for searches with high conversion intent, maximizing their return on investment.

★ Targeted Audience Expansion: Understanding competitors' targeting strategy helped them refine their own. This allowed them to reach students searching for specific programs, attracting new demographics and expanding their student base.

★ Compelling Ad Creative Development: Analyzing competitors' ad strategies allowed them to identify messaging that resonated with their target audience. This enabled them to craft even more compelling ad copy that highlighted their unique program offerings and benefits.

Conclusion
The Power of Foresight

By leveraging auction insights, the education provider gained a comprehensive understanding of the competitive landscape. This empowered them to optimize their online advertising strategy and maintain their position as a leader in the education and training space. This case study exemplifies the power of auction insights in helping businesses stay ahead of the curve in the dynamic online advertising environment.

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