Academy Class – Training Course PPC Case Study

Who are Academy Class?

Academy Class are a leading provider of training courses for designer and developers. Academy Class has seen strong growth over the last 5 years with search playing a key role in this expansion.

Academy Cass's Goals

Academy Class set us ambitious leads targets and were looking for a strong custom solution that integrated their Adwords accounts with their complex business model. Their 4 main objectives were as follows:

- **Reduce cost per lead**
- **Generate more leads**
- **Increase Quality Score**
- **Ensure all classes had a least 3 attendees**

Our Solution

After auditing the account we identified two key areas for improvement, firstly ad relevance and secondly ad copy. We saw that most of their ad groups have 4-5 keywords in which is far from optimal so we took all of the keywords within their account and placed them within their own single keyword ad group enabling us to write highly specific adverts for each keyword.

Secondly, we identified that there had been very little advert copy testing, so we implemented our advert testing software into their account to keep track of the thousands of different ad copies and ensured that there were at least 2 different ad copies in each ad group.

We then applied our proprietary ad copy testing methodology to the account and saw significant increases in CTR and conversion rate.

Custom bidding solution

One of the key problems that Academy Class were facing was that if they did not have 3 attendees per class they would have to cancel it resulting in a loss of ad spend and the cost of the venue.

They also identified a break-even class size that after that any client generated under the cost of the ticket would be profit.

Based on this we have worked with Academy Class to develop a custom bidding solution using Adwords Scripts ad Google Sheets which automatically increases bids where the class size is less than 3 and there are a limited number of days left until the class to reduce the number of cancelled classes.

Integrating CRM data with Adwords

Academy Class had a clear data gap where they were unable to see which leads converting into customers booking a class with them. To determine this we helped them integrate their Adwords account with their CRM data so we were able to track the full customer journey from click to class booked.

This allowed us to identify the exact keywords that were driving bookings and the exact amount of revenue that they were generating. Based on this data we were able to increase bids on these keywords to generate more revenue for the client and maximize profit.

Attribution modelling

By analyzing Academy Class's Analytics data we were able to identify that paid search was key driver of top of funnel traffic and other channels such as direct traffic and SEO were heavily dependent upon paid search traffic up stream.

Based on this knowledge we decided to move from the last click attribution model that Academy Class was previously using to a first click model that more accurately reflected the impact of paid search on their overall marketing efforts.

The Results

After working with the client for a three month period. We realized the following results compared to the previous quarter.

- **29% increase in qualified sales leads**
- **44% decrease in cost per lead**
- **Account impression-weighted Quality Score increased from 5.76 to 7.55**

What the Client Said:

"Clicteq was not the only company to review our PPC account but the only one with such detailed report. The audit itself gave us high valuable insights we were able to implement at once. We would definitely recommend Clicteq as a PPC partner."

Giedius Morkumus, Digital marketing manager at Academy Class