

CASE STUDY - DIGITAL MARKETING

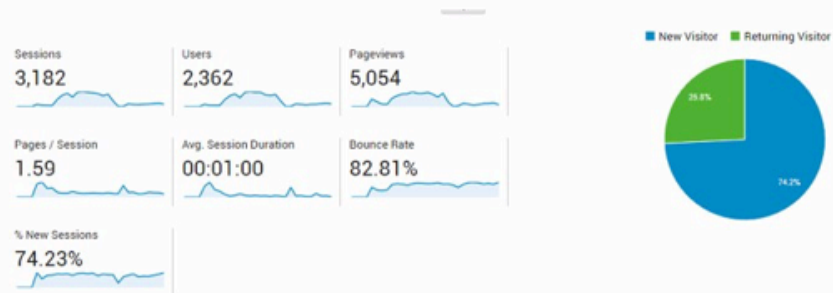


SRM - SCHOOL OF ENVIRONMENT DESIGN & ARCHITECTURE
GOOGLE ADWORDS CAMPAIGN

SRM SEAD ADMISSION CAMPAIGN - RESULTS

CASE STUDY

WEBSITE STATISTICS – OVERALL REPORTS



WEBSITE STATISTICS – SOURCES

	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	3,182	74.23%	2,362	82.81%	1.59	00:01:00
1 Paid Search	2,887			86.04%		
2 Organic Search	164			45.73%		
3 Direct	84			58.33%		
4 Social	46			58.70%		

WEBSITE STATISTICS – CITY

City	Sessions	% Sessions
1. Chennai	1,552	48.77%
2. Bengaluru	530	16.66%
3. (not set)	189	5.94%
4. New Delhi	107	3.36%
5. Hyderabad	104	3.27%
6. Coimbatore	96	3.02%
7. Kochi	72	2.26%
8. Jaipur	72	2.26%
9. Indore	56	1.76%
10. Pune	46	1.45%

ADWORDS STATISTICS

	Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
	Admission Campaign Chennai B Arch	₹3,000.00/day	Paused	Search Network only	All features	126	1,511	8.34%	₹54.78	₹6,902.57	1.1
	Barch South India ex TN Top Architecture College	₹6,000.00/day	Paused	Search Network only	All features	1,380	12,772	10.80%	₹36.77	₹50,747.41	1.1
	Barch Tamil Nadu Top Architecture College	₹3,000.00/day	Paused	Search Network only	All features	2,305	21,814	10.57%	₹42.46	₹97,868.34	1.0
	Total - all but removed campaigns					3,811	36,097	10.56%	₹40.81	₹155,518.32	1.0
	Total - Search	₹0.00/day				3,811	36,097	10.56%	₹40.81	₹155,518.32	1.0

SRM SEAD ADMISSION CAMPAIGN - RESULTS

CASE STUDY

TASKS DONE

- ✓ Social Media Handles Setup
- ✓ Social Media Marketing
- ✓ Landing Page Design
- ✓ Chat Integration
- ✓ Google Adwords management
- ✓ Chat Handling

RESULTS AND STATISTICS

- ✓ Ad Displayed: 36,097
- ✓ People Who Visited Site : 3811
- ✓ Conversion rate: 25+ Admissions