

# ADWORDS CAMPAIGN - CASE STUDY

*Industry in focus – Education & wellness*



# Client introduction

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This case study documents 3-month performance of Google Adwords campaign run by Team Upreports for [Ekattva Yogshala](#), an emerging yoga school based in Rishikesh, India. The main product of the yoga institute is 200 hours yoga teacher training certification priced at \$1300.



## Project goals

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Team Ekattva wished to reach people living in developed countries and interested in making a career as yoga teacher. Below were the major goals of Adwords campaign:

- Relevant website traffic
- Student signups
- Course queries

# Initial findings

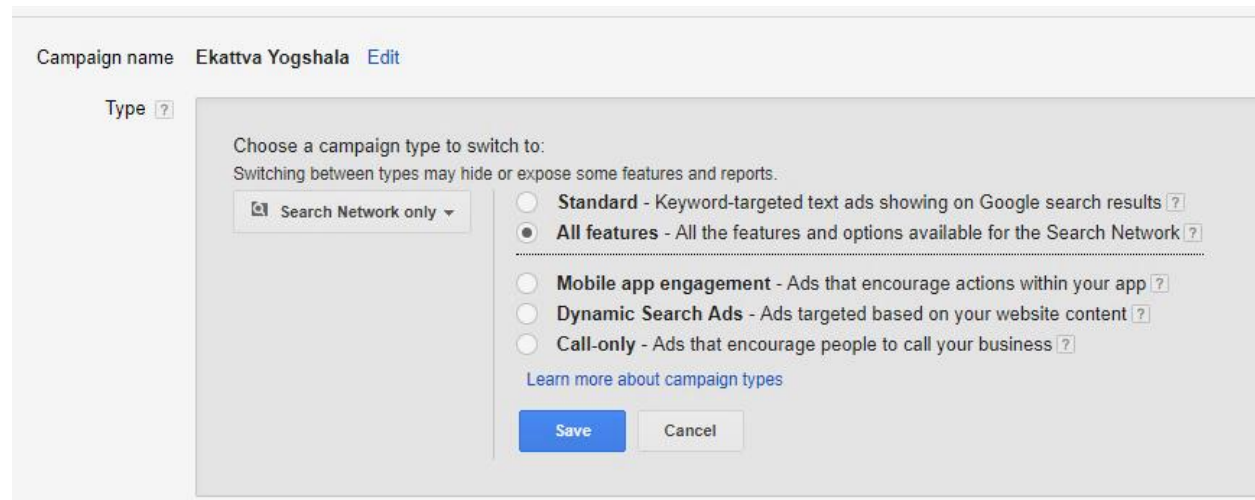
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Since Rishikesh is the birthplace of yoga, the competition for the 'yoga teacher training' keywords is brutal. The average bid price goes to \$25. Since the client was on small advertising budget, our team undertook extensive research to create a highly focused campaign targeted towards cheaper keywords and search phrases with less volume.

## Ad campaign setup

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Since our goal was to generate maximum ROI through Search Network, Team Upreports chose to work with All Features:



Campaign name Ekattva Yogshala [Edit](#)

Type [?](#)

Choose a campaign type to switch to:  
Switching between types may hide or expose some features and reports.

Search Network only

- Standard** - Keyword-targeted text ads showing on Google search results [?](#)
- All features** - All the features and options available for the Search Network [?](#)
- Mobile app engagement** - Ads that encourage actions within your app [?](#)
- Dynamic Search Ads** - Ads targeted based on your website content [?](#)
- Call-only** - Ads that encourage people to call your business [?](#)

[Learn more about campaign types](#)

## Ad grouping and ads

Multiple ad groups were created focused on different set of keywords to track performance. While 3 ads were targeted towards the most important search phrase (200 hours yoga TT), others were used for popular search phrases.

●	Ad group	Status <input type="checkbox"/>	Default Max. CPC <input type="checkbox"/>	C
●	Yoga Teacher Training Rishikesh	Eligible	₹45.00 (enhanced) <input checked="" type="checkbox"/>	
●	Yoga Certification	Eligible	₹45.00 (enhanced) <input checked="" type="checkbox"/>	
●	Yoga School India	Eligible	₹45.00 (enhanced) <input checked="" type="checkbox"/>	
●	Yoga Teacher Training India	Eligible	₹45.00 (enhanced) <input checked="" type="checkbox"/>	
●	Yoga Course India	Eligible	₹45.00 (enhanced) <input checked="" type="checkbox"/>	
●	Yoga Center Rishikesh India	Eligible	₹45.00 (enhanced) <input checked="" type="checkbox"/>	
●	200 Hour Yoga	Eligible	₹45.00 (enhanced)	

## Location targeting

For Ekattva, some geographical locations mattered more than the others. Hence, we targeted those locations aggressively in our campaign and excluded the ones from where client didn't wish any engagement.

Locations ?

Targeted locations	Reach <span>?</span>	Remove all
Algeria - country	6,370,000	Remove   Nearby
Argentina - country	33,800,000	Remove   Nearby
Austria - country	6,690,000	Remove   Nearby
Belgium - country	8,470,000	Remove   Nearby
Chile - country	13,600,000	Remove   Nearby
Colombia - country	23,600,000	Remove   Nearby

Excluded locations	Reach <span>?</span>	Remove all
Bangladesh - country	7,740,000	Remove   Nearby
Sri Lanka - country	4,050,000	Remove   Nearby
India - country	195,000,000	Remove   Nearby
Nepal - country	2,500,000	Remove   Nearby
Pakistan - country	15,800,000	Remove   Nearby

Enter a location to target or exclude. [Advanced search](#)

For example, a country, city, region, or postal code.

[Save](#) [Cancel](#)

## Use of call extensions

Extensions are the best way to place critical business information around the text ad. That's why we used all the business relevant extensions. Below were the most critical ones:

- Call extension
- Call out extension
- Message extension

All campaigns >

**Campaign: Yoga Teacher Training**

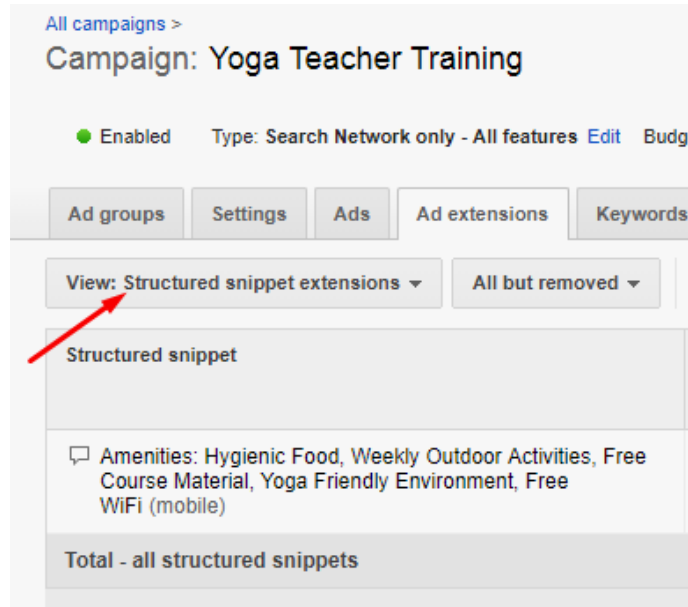
● Enabled Type: Search Network only - All features [Edit](#) Budget: ₹1,000.00/day [Edit](#) Targeting: Argentina; Aust

Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions

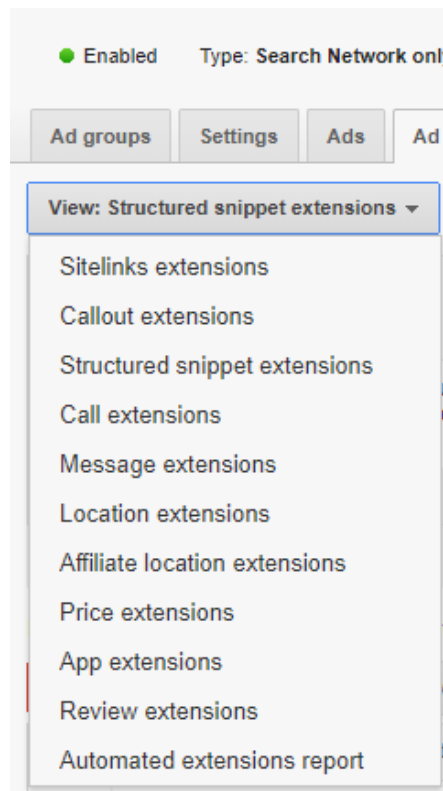
View: Message extensions ↓ All but removed ↓ Segment ↓ Filter ↓ Columns ↓ [↓](#)

Message	Status	Clicks <span>?</span> <span>↓</span>	Impr. <span>?</span>	CTR <span>?</span>	Avg. CPC <span>?</span>	Cost <span>?</span>
Ekattva Yogshala +91 84470 45597 Text us for more information	Approved	1	21	4.76%	₹136.63	₹136.63
<b>Total - all messages</b>		<b>1</b>	<b>21</b>	<b>4.76%</b>	<b>₹136.63</b>	<b>₹136.63</b>

- Review extension
- Site extension
- Structured snippet extension



Below are all the extensions that are available for use in Google Adwords:



Below are the sitelinks extensions:

View: Sitelinks extensions ▾		All ▾	Segment ▾	Filter ▾
Sitelink	Status	Clicks <sup>?</sup> ↓	Impr. <sup>?</sup>	
<input type="checkbox"/> Gallery Visual snippets from our programs Check Visuals from prior Programs	Approved	88	2,256	
<input type="checkbox"/> Register Now Become a Certified Teacher Book Your Seat Today	Approved	83	2,233	
<input type="checkbox"/> Reviews Read Our Reviews Your feedback, Our encouragement	Approved	81	2,252	
<input type="checkbox"/> Contact us Share Your Query Online Support is available	Approved	78	2,267	
<b>Total - all sitelinks</b>		<b>103</b>	<b>2,496</b>	

## Campaign enhancements

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### Ad timing setup

For some businesses, selected days and hours of the week generate more value in comparison to others. That's why we tracked the same for Ekattva and made timely campaign enhancements.

<input type="checkbox"/>	Day and time	Bid adj. <sup>?</sup>	Clicks <sup>?</sup> ↓	Impr. <sup>?</sup>
<input type="checkbox"/>	Friday - all day	+ 40%	32	1,007
<input type="checkbox"/>	Saturday - all day	+ 20%	28	931
<input type="checkbox"/>	Monday - all day	+ 40%	27	500
<input type="checkbox"/>	Tuesday - all day	+ 30%	27	493
<input type="checkbox"/>	Sunday - all day	+ 20%	22	586
<input type="checkbox"/>	Wednesday - all day	--	21	498
<input type="checkbox"/>	Thursday - all day	--	17	363

## Device targeting

Since device preference also varies from business to business, our team took time to make bid changes depending on the data findings and campaign insights.

Device	Bid adj. <small>?</small>	Clicks <small>?</small> ↓	Impr. <small>?</small>
Mobile devices with full browsers	+ 35% <input checked="" type="checkbox"/>	98	2,426
Computers	-- <input checked="" type="checkbox"/>	65	1,647
Tablets with full browsers	-- <input checked="" type="checkbox"/>	11	305

## Ad diversity

Multiple ads help in measuring which keywords, ad copy, and triggers are generating more value. Our team ran a mix of ads focused of keywords as well as plain text. Their performance was measured and changes made accordingly.

Ad	Ad group	Status <small>?</small>	Labels <small>?</small>
Cheap Yoga Teacher Training Become Certified Yoga Teacher <a href="http://www.spiritualpunditz.com">www.spiritualpunditz.com</a> India's best Yoga Alliance certified Teacher Training. Reserve Seat at just \$125	Yoga Teacher Training India	Approved	--
29 Days Yoga Teacher Training Ekattva Yogshala Rishikesh <a href="http://www.spiritualpunditz.com">www.spiritualpunditz.com</a> Affordable 200 hr Yoga Teacher Training in Rishikesh. Reserve Seat at Just \$125.	Yoga Teacher Training Rishikesh	Approved	--
{Keyword: Yoga Training Course India} Premium Yoga School Rishikesh <a href="http://www.spiritualpunditz.com">www.spiritualpunditz.com</a> Best Place for 200 hour Yoga Teacher Training in India. Reserve Seat at just \$125	Yoga Course India	Approved	--
Yoga Training Certification 29 days Yoga Teacher Training <a href="http://www.spiritualpunditz.com">www.spiritualpunditz.com</a> 200 hour yoga teacher training certification in India. Reserve Seat at just \$125	Yoga Certification	Approved	--
{Keyword:200 Hour Yoga Teacher Training} 29 Days Stay & Meals Inclusive <a href="http://www.spiritualpunditz.com">www.spiritualpunditz.com</a> 200 Hour Yoga Teacher Training & Certification. Yoga Course at just \$1250...	200 Hour Yoga Teacher Training	Approved	--



## Quality score improvements

Regular campaign tracking and changes bring out insights that helped us improve quality score which further improved ad visibility and lowered cost as well.

●	Keyword	Ad group	Status ?	Max. CPC ?	Qual. ↓ score ?
	Total - all campaign ?				--
●	"rishikesh yoga teacher training"	Yoga Teacher Training Rishikesh	Eligible	₹88.60 (enhanced) ✓	8/10
●	"rishikesh yoga center"	Yoga Center Rishikesh India	Eligible	₹45.00 (enhanced) ✓	8/10
●	"200 hour yoga India"	200 Hour Yoga Teacher Training	Low search volume ?	₹45.00 (enhanced) ✓	8/10
●	[200 hour yoga teacher training cost]	200 Hour Yoga Teacher Training	Eligible	₹45.00 (enhanced) ✓	8/10
●	"yoga teacher"	Yoga Teacher	Eligible	₹81.00 (enhanced)	7/10

## Campaign performance

On a small Google Adwords budget, our team managed to generated huge mileage in terms of interactions and generated program inquires that helped the yoga school run a successful first season.

Working with an average monthly budget of \$250 for 3 months (campaign setup and management fee excluded), Upreports Infotech managed to generate course leads & relevant traffic worth \$40,000 for Ekattva Yogshala.

●	Campaign	Budget <sup>?</sup> ↓	Status <sup>?</sup>	Impr. <sup>?</sup>	Interactions <sup>?</sup>	Interaction rate <sup>?</sup>	Avg. cost <sup>?</sup>	All conv. <sup>?</sup>	Cost <sup>?</sup>
●	Yoga Teacher Training	₹100.00/day <input type="checkbox"/>	Eligible	27,923	546 clicks	1.96% CTR	₹61.12 per click	3.00	₹33,369.31
●	Ekattva Yogshala	₹200.00/day <input checked="" type="checkbox"/>	Eligible	5,084	194 clicks	3.82% CTR	₹82.50 per click	26.00	₹16,004.40
●	Display Ads	₹80.00/day <input type="checkbox"/>	Eligible	158,038	1,305 clicks	0.83% CTR	₹4.83 per click	34.00	₹6,300.60
	Total - all but removed campaigns			191,045	2,045	1.07%	₹27.22	63.00	₹55,674.31
	Total - all campaigns	₹380.00/day		192,015	2,067	1.08%	₹27.73	63.00	₹57,315.51
	Total - Search			33,977	762	2.24%	₹66.95	29.00	₹51,014.91
	Total - Display			158,038	1,305	0.83%	₹4.83	34.00	₹6,300.60

## Conclusion

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Our team of ad planners and campaign managers specialize in generating business mileage for startups as well as established brands. For Ekattva Yogshala, Team Upreports used its vast experience in paid campaigns, ad campaign planning, deployment, and tracking to generate huge value.

Send an email at [hello@upreports.com](mailto:hello@upreports.com) to discuss your paid campaign goals with experienced team of ad managers and growth experts.