



## Industries / Education

This reputed client based in South Africa offers various e-learning solutions and services like learning management systems, online collaboration tool, curriculum authoring tools, and e-learning content creation.

OUR CORE VALUES: PASTA - P = Passion, A = Appreciation, S = Simplicity, T = Trust, A = Accountability

## Problem Statement

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Earlier, the PPC campaign for the client's website was managed by their in house team. Client was spending a lot of money in managing the PPC campaign and paying for the full time team. The client was struggling with the number of leads which they were getting and high cost per lead.

## CIS Solution

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We took the following steps to manage the PPC campaign for the client:

- ◆ Client decided to outsource their PPC project to us thus reducing their operational cost to 40%.
- ◆ Keywords were having very low CTR because all keywords were not strategically placed under adgroups. Hence we restructured campaigns and Q.S was improved.
- ◆ Keywords were converted to broad modifiers and exact matches.
- ◆ New keywords were researched and were added in exact match and broad match modifiers.
- ◆ Landing page was improved by adding call to actions.

## Services

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- ◆ Pay Per Click
- ◆ Search Engine Marketing
- ◆ Campaign Management/Ad Copy Creation
- ◆ Bid Management
- ◆ Keywords Research
- ◆ Website Speed Optimization(Mobile and Desktop)
- ◆ Conversion Rate Optimization

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## Tools and Technology

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### Positive Outcome

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Improvement was seen within 2 days in which conversion rate improved from 5% to 8% and cost per conversion reduced from R115 to R55.

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## Audience Overview

Apr 1, 2010 - Oct 10, 2014

All Users  
100.00% Sessions

### Overview

Sessions

200



Sessions

92,081



Users

64,391



Pageviews

438,496



Pages / Session

4.76



Avg. Session Duration

00:03:15



Bounce Rate

41.77%

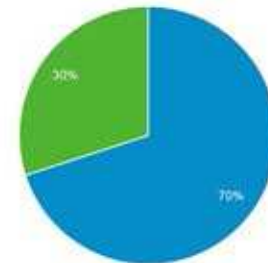


% New Sessions

69.92%



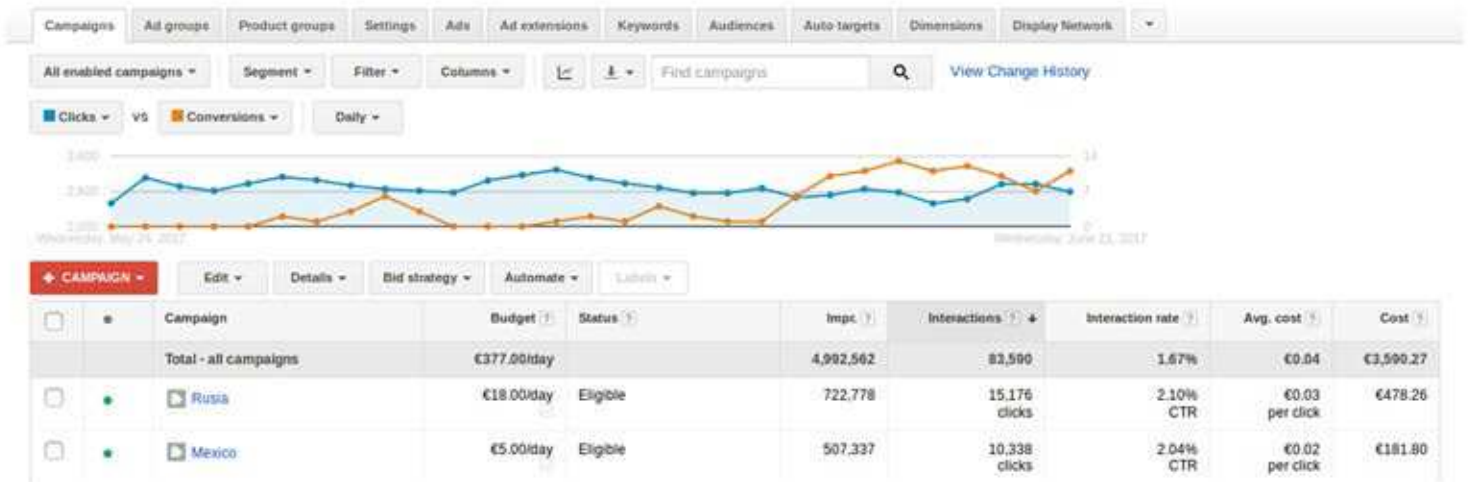
New Visitor Returning Visitor



### Language

Language	Sessions	% Sessions
1. nl	47,908	52.03%
2. nl-nl	21,186	23.01%
3. en-us	12,683	13.77%
4. zh-cn	2,727	2.96%
5. fr	1,920	2.09%
6. de	1,033	1.12%
7. nl-be	909	0.99%
8. en-gb	802	0.87%
9. en	779	0.85%
10. de-de	630	0.68%

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## Our Achievements

<p><b>14+</b> YEARS IN BUSINESS</p>	<p><b>05</b> WORLDWIDE OFFICES</p>	<p><b>1000+</b> EXPERT TEAMS</p>	
<p><b>12+</b> Yr WEB EXPERIENCE</p>	<p><b>7+</b> Yr MOBILE EXPERIENCE</p>	<p><b>7+</b> Yr MARKETING EXPERIENCE</p>	<p><b>100+</b> WORLDWIDE CLIENTS</p>

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Gain useful insights into your business with our Business Intelligence & Analytics solutions that have a strong backing of our wide-ranging domain expertise and technology skills.

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