



Attracting Quality Leads using Adbyttz, Referally & Launchpad - Premium tools from **ET Medialabs**, India's leading online performance marketing company.

NIIT



47%

Reduction in cost per lead over campaigns

70%

Bump in lead quality by identifying and targeting distinguished leads

x3

Scaled up lead inflow within 2 months



NGuru
www.niitguru.com

NIIT Nguru is a holistic range of School Learning Solutions which aims to make the vital process of teaching and learning simpler, thus bringing back the joy of learning for students.

Their case:

NGuru wanted to market its School Learning Solutions like interactive classrooms, education resource planning, skills improvement aids, etc. across pan India. Since, their product has a specific target audience like the key decision makers of premier institutions and their format was very new, they were facing challenges in generating quality leads.

Objective:

- They had requested for a strategy to reach out to the key decision makers of major educational institutions ranging from schools to universities and get high quality leads.
- Build brand equity in the industry.
- They wanted a 360-degree digital strategy which could go a long way in tapping the niche audience.

A person in a white shirt is looking at a smartphone. A laptop is open next to them. The background is dark and blurry.

Goals and Challenges

Online Marketing

GOALS

Driving Quality Leads



LEADS

Key decision makers of schools across pan India.



BRAND AWARENESS

Create brand awareness among educational institutions.



INSIGHTFUL REPORTING

Getting automated reports and custom based reports on the go.



STRATEGY

360-degree digital strategy which could go a long way in tapping the niche audience.

CHALLENGES

Who to target? | How to optimize?

NEW TO MARKET

- Low brand awareness.
- Low number of quality leads.

AUDIENCE

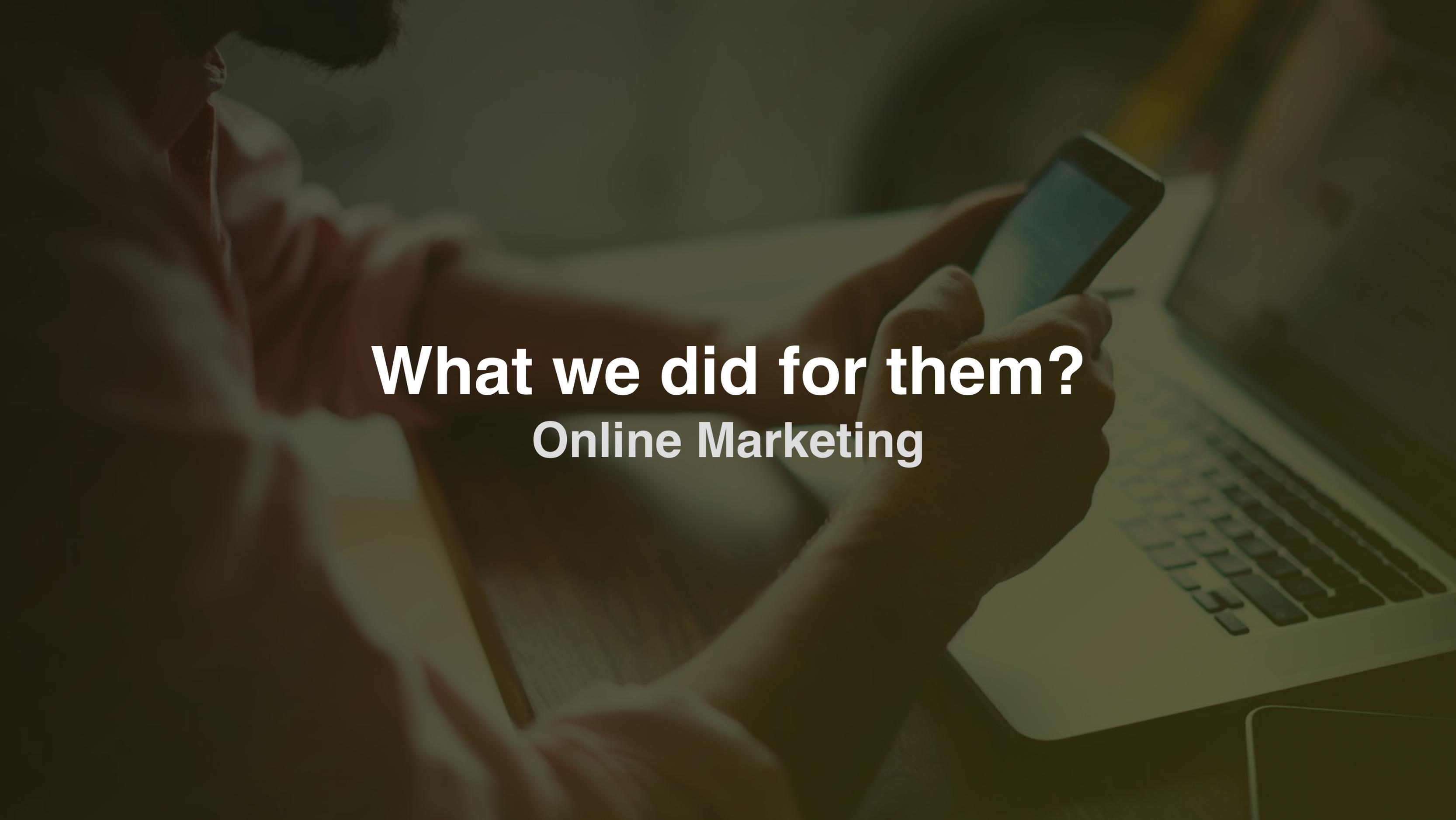
- Targeting the right eyeballs in this field was very challenging for them because of low amount of time was spent by the decision makers in the online space.
- They were facing hard time building the right audience for online advertising.

STRATEGY

- No proper communication strategy was in place for lead generation.
- They were facing difficulties in defining permutations and combinations about which type of LOC strategy would work for them.

KPI's

- No idea about
- What are the right KPI's to look at?
 - Which Audience will perform better?
 - Whether the current landing page variant is giving them best conversions?

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What we did for them?

Online Marketing

ANALYTICS DRIVEN APPROACH

THIS IS WHERE WE ARE DIFFERENT



IDENTIFYING LINE OF COMMUNICATION

- We did detailed analysis of their offerings and prepared crisp communication hypotheses that will directly connect their audience.
- Then we worked around those LOCs to prepare clusters of audiences that would fit perfectly



CREATING AD UNITS AROUND LOC's

- We started leveraging Lines of Communication with our deep research on display and text ads to find the best combination of colour and content.



BUILDING, OPTIMIZING AND PERSONALIZING LANDING PAGES

- We started building landing pages talking about their offerings using permutations and combinations of communication phrases on landing page folds
- personalizing the content of landing pages as per Ad copy.
- Monitoring the behavioral response of audience and optimizing the page elements accordingly using "[Launchpad](#)"-our website personalization tool



BUILDING KEYWORD AND AUDIENCE CLUSTER

- For google search, an exhaustive list was formulated after carefully collating data and consequently drawing patterns from search trends and search volumes. Keywords closely matching to each other were put in the same clusters.
- For Facebook and Display Ads, we deployed a special grid modelling methodology to map the right audience to right creative.

ANALYTICS DRIVEN APPROACH

THIS IS WHERE WE ARE DIFFERENT

Analytics Driven Ad management

We started doing quality check on each parameter for Ad unit and creatives before uploading them and making them live. Each campaign had different performance parameters on which decisions were taken. Performance was always monitored for each campaign to help us decide whether to scale or not.



ANALYSING QUALITY OF LEADS

We don't just analyzed the quantity but also try to identify the quality of leads by mapping end conversions to its source.



MULTI FUNNEL TESTING

- Direct Ads -> Landing Pages -> Lead Form
- Direct Ads -> Content Page -> Retargeting -> Lead Form
- Video Ads -> Landing Page -> < no lead > -> Retargeting -> Lead Form



LEVERAGING REMARKETING

We segmented leads with the most desired qualities to create remarking audiences in Google AdWords and crafted personalized campaigns

TOOLS WE USED

BACKED BY ANALYTICS



Launchpad

Helps building, optimising and personalising high converting pages faster

- We started using our tool Launchpad which helped us to test our ideas for landing pages.
- This tool helped us to get numbers in real time which helped us to optimize our campaigns at the right time to get the right traction.
- By, UTM tags and heatmaps, we exactly tried to identify the audiences and do the changes in accordance to them.



Referally

A tool to help you add virality to your campaigns leading to decrease in CPL

- Referally is the right choice for us to launch viral campaigns in no time.
- With our in house tool for “Virality Loop Optimization”, Referally helped us to manage viral referral campaigns in no time.
- This helped us to create “Big Impact” in “NO Time”, which helped to increase brand awareness by leaps and bounds.



Adbytzz

Creates & uploads personas of most engaged traffic in terms of Display audiences and Keyword clusters

- AdBytzz helped us to create look-alike audience to build an active database.
- After the short testing period, AdBytzz helped us to transfer from CPI to CPA model.
- Rapid A/B testing was done to check each and every aspect of campaign by us.

TOOLS WE USED

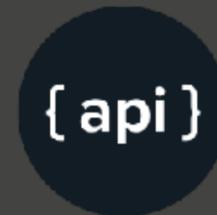
BACKED BY ANALYTICS



Easyinsights

Your Very Own Control Room To Manage All Your Lead Marketing Campaigns

- It helped us to know “Why” the campaign is not working or “Why” the particular campaign is working.
- It helped us to identify the quality of users, and by measuring entire funnel, this tool helped us to identify the exact loophole.



API

Partners of Google and Facebook APIs

- Automate Reporting: To deliver reports instantly.
- Monitoring and alerting: To download daily adwords data and fire alerts based on predefined conditions.
- Bulk Upload: To upload Ad creatives in bulk error free.



Rocket Forms

Builds interactive and conversational lead forms which perform

- Crafting Rocket forms is as pleasant as answering them. This form builder eased us into creating visually rich and engaging questions.
- We helped them get insightful usage metrics across devices. Generated reports and exported data for further optimisation of performance

PERFORMANCE

WINNING THE MARKETING GAME, LEAD BY LEAD

01

COST PER LEAD

These campaigns demonstrated a 47% reduction in cost per lead over other campaigns

47%

02

LEAD QUALITY

70% bump in lead quality as we identified and targeted distinguished leads successfully

70%

03

LEAD INFLOW

Scaled up lead inflow by 3 times within 2 months

X 3

04

BRAND AWARENESS

Lift in brand awareness and perception

16%

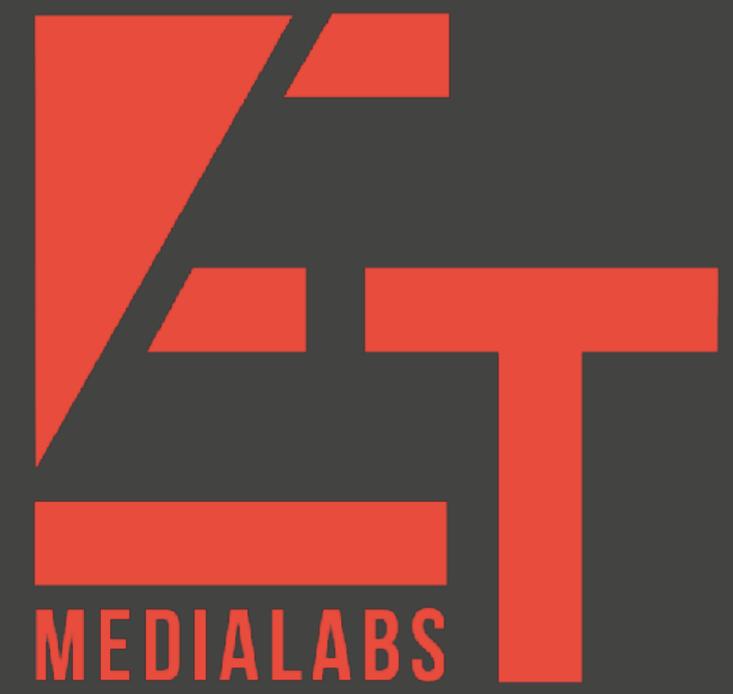
ANALYSIS

Return on ad spend is a major KPI for such businesses. That's the main takeaway, for NGuru and marketers as a whole. This campaign taught a lesson in efficient advertising and prequalified investing. That's something the organization was never able to do at scale before.

Along with successful targeting and the ability to channel ad budget toward specific audience segments

ABOUT US

WE ARE YOUNG | WE EAT, SLEEP AND DRINK DIGITAL | WE ARE OBSESSED



ET Medialabs is an IIT & IIM alumni venture. And we are crazy about "Digital", offering flawless Digital Advertising, Mobile Strategy, Data & Analytics and Strategy solutions.

Having years of experience to our credit, our team holistically meets diverse needs of our clients. Analytically, technologically & numerically competent, our professionals ensure that cost-effective & long-term solutions are delivered to the clients.

[Learn more at etmedialabs.com](http://etmedialabs.com)