Case Study **Education**

College Education

Challenge

An education and training provider with strong brand visibility across Queensland and South Australia was generating consistent website traffic and enquiries. However, paid media performance was underperforming due to limited visibility into actual enrolment outcomes.

Goal

- Implement accurate end-to-end conversion tracking for completed enrolments.
- Optimise campaigns towards converted sales.
- Reduce cost per enrolment.
- Increase overall return on ad spend (ROAS)
- Establish clear month-on-month reporting to support sustainable growth and scaling

Solutions Implemented

- Restructuring conversion points away from form fills into completed bookings and enrolments.
- Increased investment in high-performing Performance Max campaigns while reducing spend on underperforming courses and campaign types.
- Leveraged first-party customer and enrolment data to create high-intent audience segments and improve targeting across Google and Meta.

Results

- **70% increase** in overall returns compared to the previous period.
- **33% increase** in ROAS during peak season
- **5x ROAS** consistently delivered through Microsoft Ads, establishing it as a profitable channel.
- **8x ROAS** achieved through Meta Ads during high-performing periods.

Key Stats (At a glance)

70% **Increase in ROI**

33% **Increase in ROAS peak season**

5x **ROAS through Microsoft Ads**

8x **ROAS through Meta Ads**

Product used:

Performance Max | Meta Ads | Google SEM

Budget

- Initial monthly Google Ads budget: approximately $50,000
- Current media mix: Google Ads, Microsoft Ads, and Meta Ads with a total of $70k

Timeline & Performance Growth:

Google:
Starting – ROAS 1.8
Current – ROAS 3.2
Starting CPA - $58
CPA current - $38

Meta:
Current - $19 CPA
Current – 6 ROAS

Queensland

LocaliQ