

Lead Generation Case Studies



20 Million +
TOTAL IMPRESSION

1 Million +
WEBSITE PAGE VIEWS

5,00,000+
TOTAL USERS

6.2%
AVG CTR



Marketing Statistics

2017-2020

4,000+
KEYWORDS

10,000+
BACKLINKS

30,000+
FOLLOWERS ON
SOCIAL MEDIA

1 Million +
Engagement Generated



ABOUT CLIENT

Industry: Education

Location: Haryana , India

Size: 1100+ Student

ABOUT CLIENT'S IDEAL PERSONA

Target Geography: North Delhi, Kundli, Sonipat, Panipat(Haryana)

Target Audience: Parents

Audience Size: 5 Million +

CHALLENGES SOLVED

- Brand Visibility & Awareness
- Improvised Parent's Walk-in's
- Steady Online Leads Generations
- Better Conversion Rate & Conversions
- Hostel Admission



12000+

TOTAL LEADS

7,500+

QUALIFIED LEADS

8.3%

CONVERSION
RATE

1000+

TOTAL CONVERSION

₹ 2500 Million +

PIPELINE VALUE GENERATED
(Based on CLV)

₹ 12,000

CPA (Cost of Acquisition)

208X

CLV ROAS

₹ 12 Million +

Cost to Brand (Total Cost of Leads)

11.5 Million+

TOTAL IMPRESSION

1000+

KEYWORDS

6,50,000+

WEBSITE PAGE VIEWS

School 2

6000+

BACKLINKS

3,00,000+

TOTAL USERS

Marketing Statistics

30,000+

FOLLOWERS ON
SOCIAL MEDIA

5.8%

AVG CTR

2017-2020

4,00,000+

Engagement Generated



ABOUT CLIENT

Industry: Education

Location: Haryana , India

Size: 1,000+ Student

ABOUT CLIENT'S IDEAL PERSONA

Target Geography: Faridabad

Target Audience: Parents

Audience Size: 1.5 Million +

CHALLENGES SOLVED

- Brand Visibility & Awareness
- Improvised Parent's Walk-in's
- Steady Online Leads Generations
- Better Conversion Rate & Conversions



8,600+
TOTAL LEADS

4,000+
QUALIFIED LEADS

800+
TOTAL CONVERSION

₹ 1600 Million +
PIPELINE VALUE GENERATED
(Based on CLV)

₹ 10,700
CPA (Cost of Acquisition)

₹ 8.6 Million
Cost to Brand (Total Cost of Leads)

9.3%
CONVERSION
RATE

186X
CLV ROAS



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