Product: Crypto trading courses

Country: Ukraine

Objective: Increase the number of leads for trading courses through high-quality setup and optimization of advertising campaigns in Google Ads. The main goal is to attract potential clients to sign up for trading courses, but any other forms of interaction (consultation requests, calls, newsletter subscriptions) are also welcome.

Progress report

Introduction

The client approached us with a zero database and a completely new project. The main goal was to increase traffic to the site and attract leads who would sign up for trading courses. We started with a clean slate, developing and implementing a comprehensive strategy to achieve our goals.

Launch of advertising campaigns
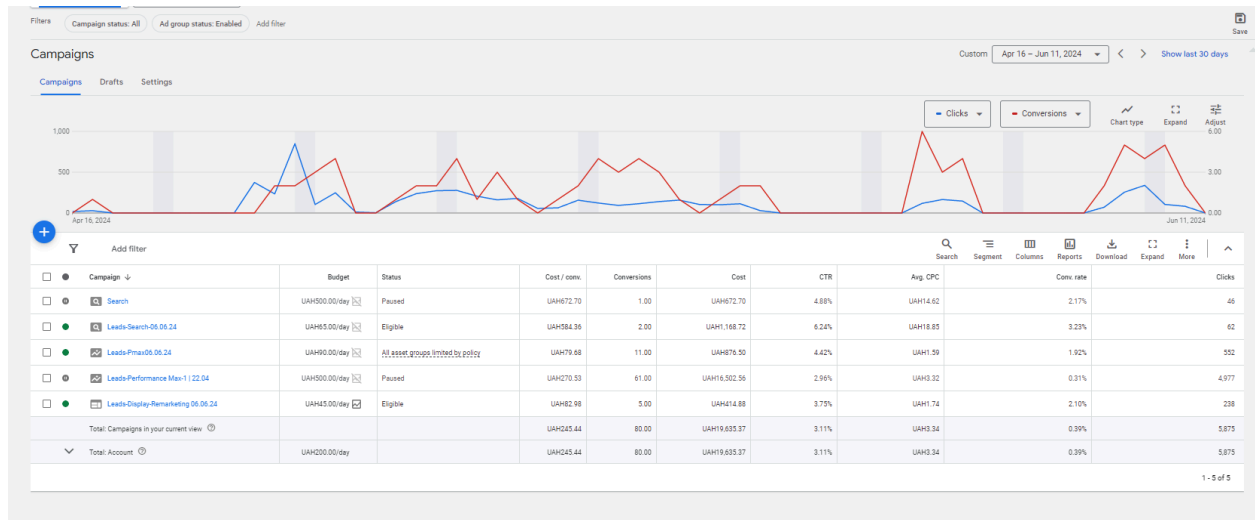
To achieve the client's goals, we launched several types of advertising campaigns in Google Ads, targeting different audience segments and stages of the sales funnel. Here is a detailed description of each of them:

Search campaign:

Objectives: Attracting traffic to the site from users actively looking for trading courses. These users already have an interest in the topic and are looking for information in search engines. This campaign is aimed at people at the decision-making stage.

Performance Max Campaign (Leads-Pmax)

Objectives: Maximize conversions by using all available Google ad formats. The campaign automatically allocates budget to the most effective channels and audiences. The campaign is optimized using machine learning and allows you to reach a wide audience at all stages of the sales funnel.

Remarketing campaign (Leads-Display-Remarketing)

Objectives: Bringing back users who have already visited the site to complete the conversion. Remarketing targets those who showed interest but did not complete an action (for example, did not register for a course). Remarketing reminds users of your offer and encourages users to return and complete course registration.

Campaign results from April 16 to June 11, 2024

Basic indicators:

- **Total cost**: 19.6K UAH
- **Total number of clicks**: 5.88K
- **Average cost per click (CPC)**: 3.34 UAH
- **Total number of conversions**: 80

These results demonstrate the successful implementation of advertising campaigns aimed at driving traffic and conversions. We achieved a significant number of clicks and conversions at a moderate average cost per click.

Conclusion

Launching multiple types of campaigns allowed us to reach different audience segments and effectively use our budget to generate leads. The cost per conversion of 231.08 UAH is acceptable for this project, since the minimum cost of the course is 300 USD.

Using a variety of strategies and types of campaigns allowed us to achieve our goals by significantly increasing traffic to the site and attracting leads interested in trading courses