

# CASE STUDY

MEDIAMAGIC & LEVY LEARNING CENTER



**Services:** Google Ads



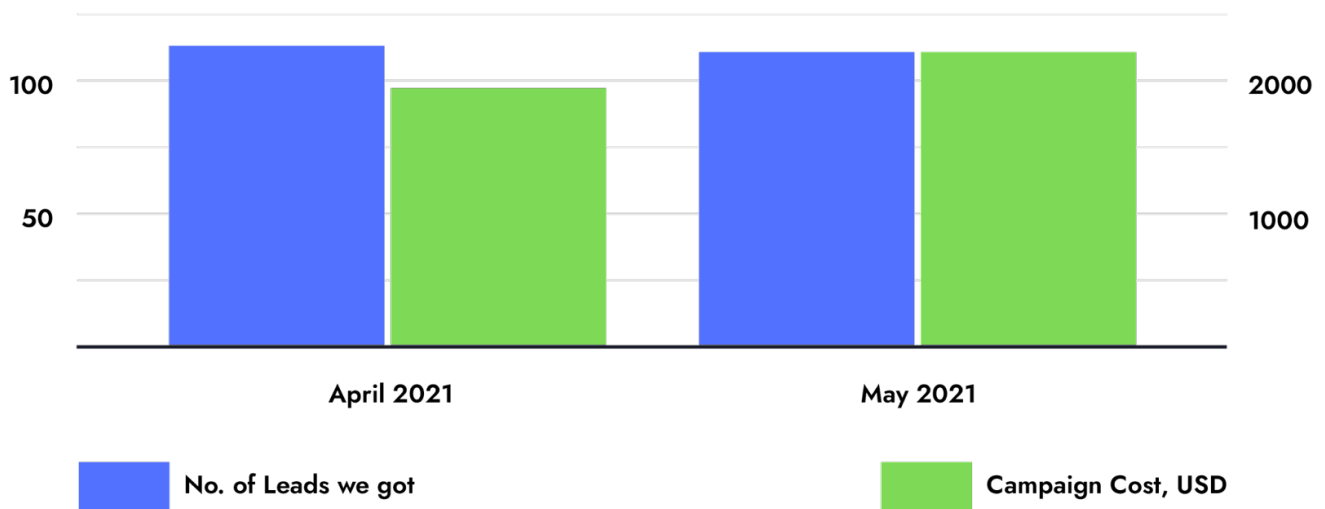
**Industry:** Education



**Objective:** get call enquiry and leads for the tutoring service



**Website:** [www.levylearningcenter.com](http://www.levylearningcenter.com)





## PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

Our main challenge for this account was to restructure the keywords/ad groups in every campaign, which needed to be performing better by all-time data. Along with this, the other challenge that we faced was high CPA with low conversions.



## SOLUTION AND RESULTS



Levy Learning Center is a specialized tutoring program that offers quality-driven tutoring services designed to improve all areas of cognitive functioning using multi-sensory learning methodologies.

Our initial work for this campaign started by auditing the existing campaign and planning out the most important stats and metrics we could utilize in the long run. After planning out the things, we started segregating every campaign into two spaces, i.e., Under-performing and best-performing keywords. This strategy helped us filter out and pause the non-performing keywords so we don't spend a penny on them. In between, we did competitor research and used their keyword and ads strategy in our campaign to get better results.

At the end of the month, we received great results from the targeted audience (through keywords). Down the line, the overall cost/conversion reduced while the conversions increased.

Along with the conversions, we did receive a good amount of traffic and CTR.

## CAMPAIGN OVERVIEW

Campaign ▾	Campaign type ▾	↓ Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾	Phone calls ▾	Conversions ▾	Cost / conv. ▾	Conv. rate ▾	Cost ▾
2020 Dyslexia / Orton-Gillingham Landing Page	Search	2,599	49,398	5.26%	\$0.70	5	126.00	\$14.41	4.85%	\$1,816.06
Intent Marketing	Display	1,109	99,283	1.12%	\$0.29	0	0.00	\$0.00	0.00%	\$322.46
Levy Learning AdWords Campaign	Search	839	12,901	6.50%	\$1.78	30	20.00	\$74.75	2.38%	\$1,495.03
Call-Only Ad	Search	78	4,520	1.73%	\$6.75	32	10.00	\$52.64	12.82%	\$526.39

## MONTHLY CAMPAIGN PERFORMANCE

Month	Clicks	Impressions	Conversions	Phone Calls	CTR	Avg.CPC	Cost / conv.	Cost
Apr 2021	2,403	78,612	76	37	3.06%	\$0.82	\$25.9	\$1,968,05
May 2021	2,222	87,490	80	30	2.54%	\$0.99	\$27.4	\$2,191,89

## AD SAMPLES

Ad • levylearningcenter.com/learning\_center/call\_now



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Does your Child Struggle with Dyslexia, ADHD, or Visual/Auditory Processing Disorders? We can Help Your Child Improve up to Two Grade Levels. Get our One-on-One Private Tutoring

Ad • levylearningcenter.com/learning\_center

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**30 MINUTE MEETING**



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