

ONLINE EDUCATION: PROFESSIONAL CERTIFICATIONS

COMPANY CASE STUDY



- 12 Employees / International
- \$2M annual revenue / Budget: \$9k-12k
- Google Ads Performance Max & Search:
Increase purchases of high-ticket certifications

**+336% Increase
in Conversions**

Overview

The brand was reliant on cold traffic & social media leads, never tested full-funnel PMAX campaigns. Search was under-optimized and overly narrow, while PMAX lacked creative, strong copy, & targeting - CPAs hovering over \$399, they needed more efficient conversions.

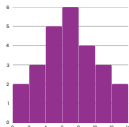
Objectives

- Increase total course enrollments month-over-month.
- Lower Cost per Acquisition (CPA) to under \$300.
- Segment campaign structure by course type to improve budget efficiency.

Outcome

Campaign ↓	Cost	Display lost IS (budget)	Display lost IS (rank)	Target Impressions	Search lost IS (budget)	Search lost IS (rank)	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	Conversions	Cost / conv.
Q1 2025	\$62.26	—	—	—	1.14%	65.25%	Target ROAS	4.92%	41,034.31	1.15	120.34	\$295.52
February 2025	\$33.90	—	—	—	0.00%	61.36%	—	3.87%	4,764.42	0.88	14.71	\$369.46
March 2025	\$16.88	—	—	—	0.00%	66.17%	—	4.51%	15,597.90	1.03	45.19	\$336.71
Q1 2025	\$11.48	—	—	—	2.46%	65.84%	—	5.66%	20,671.99	1.39	60.44	\$241.15

Campaign ↓	Cost	Display lost IS (budget)	Display lost IS (rank)	Target Impressions	Search lost IS (budget)	Search lost IS (rank)	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	Conversions	Cost / conv.
Q1 2025	\$3.91	—	—	—	18.44%	75.12%	Maximize conversion value (Target ROAS)	1.09%	27,811.80	1.73	82.35	\$195.19
January 2025	\$7.96	—	—	—	25.61%	67.87%	—	0.76%	4,598.68	1.70	13.00	\$207.53
February 2025	\$6.83	—	—	—	27.64%	65.03%	—	0.83%	5,561.98	1.22	19.24	\$236.33
Q1 2025	\$0.94	—	—	—	12.50%	82.12%	—	1.70%	10,057.93	2.21	30.41	\$146.33



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The Strategy

1

PMAX: Segmented asset groups by course category to isolate creative + budget per funnel.

PMAX- introduced high-trust creatives: testimonials, instructor bios, UGC from grads.

2

Search: Applied time-of-day and device bid adjustments after reviewing GA4 behavior flows.

3

Search: Rebuilt ad groups around user intent such as "certification cost" & "best HR certification". **Search:** Rolled out RSA copy variants tied to student pain points & post-cert career benefits.

"Dii Pooler increased our ROAS, CPAs dropped, and we finally understood how to scale both Search & PMax the right way. She didn't just manage the campaigns - she build a strategy that made everything work together."