



CLIENT: Al Nasser University <http://www.al-edu.com/en/> It is the best practical university in Yemen.

SERVICE: Facebook PPC campaign

BUSINESS OVERVIEW: Established in 2007, the university specializes in health, pharmacy and laboratories.

MARKET COMPETITION: There is much competition from other universities and colleges.

CAMPAIGN GOAL: The main objective of this project was to gain Facebook clicks, increased profit and traffic through a fool proof PPC campaign.

TASKS ACCOMPLISHED: Our team of PPC professionals created the account and campaign for the company on Facebook. Then accordingly they created ad campaign and checked the performance from time to time.

SERVICES PROVIDED: Facebook PPC campaign was the service ordered and delivered successfully. After creating the campaign and account, the campaign was duly managed by our PPC experts so as to increase the overall profits, traffic and ROI for the business.

We used to update the ads very few weeks or so to refresh the PPC campaign. Every month the number improved as traffic was increased and CPC has reduced. The client was very satisfied with Facebook results with CPC being just one tenth of cost compared with Adwords campaign.

PROJECT TIME TAKEN: The project was initiated February 2015 and was carried for 4 months. During that time, all PPC campaigns were run on Facebook. Later the client also hired us for Bing promotions.

RESULTS: Just after 2 months of initiating the campaign, the results were considerable. There was much traffic from the social media site and there was better click through rate as well. Even the activity on app improved a lot. Conversion rate was increased by about 256.12% and ROI was improved by 268.47%. Also, the number of non-converting traffic reduced by 45%.

CLIENT'S FEEDBACK: "PPC campaign run by SEOEaze was very useful for the university and its site as a whole. Facebook PPC campaign helped the business get more traffic and increased profits in a short span of time. We would advise other educational institutes to go for it and check the results yourself."

CONCLUSION: Apart from better traffic, profits and ROI, there was reduced cost per conversion as well that in turn resulted in better quality score level. The University is popular now across social media and has gained much traffic from it. The PPC campaign was a sure shot hit with increase in traffic by about 315 percent approximately.