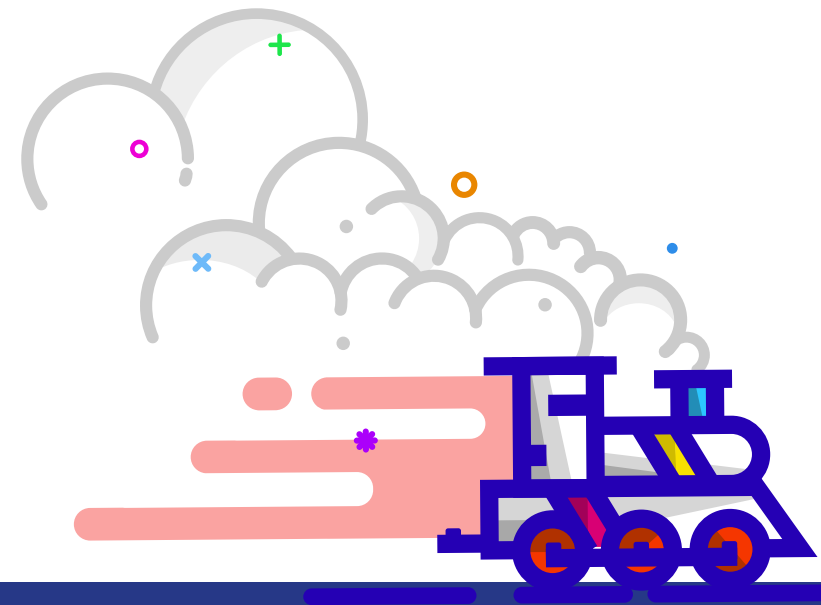




C A S E S T U D Y



SPRINGPOD

THE CLIENT
Springpod

“Springpod is an online student recruitment platform that enables employers & education providers to target, inform and engage students, as they start planning their future.”

The Brief

Springpod arrived at Adtrain with a campaign that was seeing seriously volatile costs per leads, which were in turn making their campaign and project unprofitable. They were looking for a reduction in cost per lead, an increase in conversion numbers and a diversification of their strategy and performance overall.

There were also some conversion tracking issues at play which we immediately resolved.





Our aims were:

Springpod

- Horizontally scale their campaigns based by targeting courses specifically to increase exposure as the click of a button as course demands changed
- Implement new campaign types to extract as much from their budget as possible
- Execute a clear funnel strategy encapsulating RLSA's & audience use at campaign and ad group level respectively
- React fluidly to the opening and closing of different work experience acceptance windows



THE RESULTS

Springpod

The campaigns were restructured, allowing for a maximum output approach when the requirement to fill specific courses changed. We saw a huge increase to conversions numbers, quality score and a huge decrease to cost per conversion, maintaining profitability.

Their first 3-months performance compared to the previous 3 months:

Campaign	Optimization score	Campaign type	Avg. CPV	Cost	Impr.	Interactions	Interaction rate	Avg. cost	Campaign ID	Bid strategy type	Viewable CTR	Avg. viewable CPM	Viewable Impr.	Participate in-app actions	Clicks	Conv. rate	Conversion	Cost / Participate in-app action	Avg. CPC	Cost / conv.
mpaigns	—	—	£0.09 (+25.98%)	£24,739.16 (-30.83%)	1,594,879 (+69.98%)	114,383 clicks, engagements, views (+237,711%)	7.17% (+12.11%)	£0.22 (-31.77%)			1.44% (+38.79%)	£1.75 (-30.53%)	607,044 (-65.31%)	—	94,495 (+6.15%)	11.03% (+33.09%)	12,615.93 (+34.94%)	—	£0.26 (-34.83%)	£1.96 (-48.74%)
Client Campaign - Leads - Search - Apprenticeships (Since March 2021)	—	Search	—	£346.81 (-79.91%)	11,586 (-80.57%)	951 clicks	8.58% (+12.11%)	£0.36 (-7.78%)	12427915087	Maximize conversions	—	—	0 (0.00%)	0.00 (0.00%)	951 (-78.21%)	1.37% (-72.63%)	13.00 (-94.04%)	—	£0.36 (-7.78%)	£26.68 (+236.93%)
Apprenticeship Virtual Careers Fair Sign Ups	—	—	—	—	—	—	—	—	—	—	—	—	0.00 (0.00%)	—	—	—	0.00 (-100.00%)	—	—	—
Sign Up Simple Complete (Springpod Primary)	—	—	—	—	—	—	—	—	—	—	—	—	0.00 (0.00%)	—	—	—	13.00 (-93.90%)	—	—	—
Springpod - Leads - Search - First Steps into Nursing	—	Search	—	£40.15 (+)	410 (+)	43 clicks	10.49% (+)	£0.93 (+)	13604496907	Maximize conversions	—	—	0 (0.00%)	0.00 (0.00%)	43 (+)	9.30% (+)	4.00 (+)	—	£0.93 (+)	£10.04 (+)
Sign Up Simple Complete (Springpod Primary)	—	—	—	—	—	—	—	—	—	—	—	—	0.00 (0.00%)	—	—	—	4.00 (+)	—	—	—
Springpod - Leads - Search - Airbus - Additional	—	Search	—	£216.05 (+)	803 (+)	234 clicks	29.14% (+)	£0.92 (+)	13622394182	Maximize conversions	—	—	0 (0.00%)	0.00 (0.00%)	234 (+)	15.98% (+)	37.39 (+)	—	£0.92 (+)	£5.78 (+)
Sign Up Simple Complete (Springpod Primary)	—	—	—	—	—	—	—	—	—	—	—	—	0.00 (0.00%)	—	—	—	37.39 (+)	—	—	—
Springpod - Leads - Search - TV & Film	—	Search	—	£56.47 (+)	618 (+)	106 clicks	17.15% (+)	£0.53 (+)	13610743354	Target CPA	—	—	0 (0.00%)	0.00 (0.00%)	106 (+)	9.43% (+)	10.00 (+)	—	£0.53 (+)	£5.65 (+)
Sign Up Simple Complete (Springpod Primary)	—	—	—	—	—	—	—	—	—	—	—	—	0.00 (0.00%)	—	—	—	10.00 (+)	—	—	—
Springpod - Leads - Search - Nursing	—	Search	—	£194.71 (+)	1,652 (+)	442 clicks	26.76% (+)	£0.44 (+)	13173181859	Target CPA	0.00% (0.00%)	£0.00 (0.00%)	3 (+)	0.00 (0.00%)	442 (+)	11.16% (+)	49.33 (+)	—	£0.44 (+)	£3.95 (+)
Sign Up Simple Complete (Springpod Primary)	—	—	—	—	—	—	—	—	—	—	—	—	0.00 (0.00%)	—	—	—	49.33 (+)	—	—	—
Springpod - Leads - Search - Medicine	—	Search	—	£1,991.79 (+819.10%)	21,439 (+1,476.40%)	4,619 clicks	21.54% (-23.50%)	£0.43 (-23.79%)	13070032470	Target CPA	—	—	0 (0.00%)	0.00 (0.00%)	4,619 (+1,106.01%)	13.50% (-2.55%)	623.73 (+1,075.30%)	—	£0.43 (-23.79%)	£3.19 (-21.80%)
Apprenticeship Virtual Careers Fair Sign Ups	—	—	—	—	—	—	—	—	—	—	—	—	0.00 (0.00%)	—	—	—	1.00 (+)	—	—	—
Sign Up Simple Complete (Springpod Primary)	—	—	—	—	—	—	—	—	—	—	—	—	0.00 (0.00%)	—	—	—	623.73 (+1,075.42%)	—	—	—
Springpod - IT/Technology - HCPA	—	Search	—	£171.19 (+)	2,247 (+)	413 clicks	18.38% (+)	£0.41 (+)	13385782294	Target CPA	0.00% (0.00%)	£0.00 (0.00%)	1 (+)	0.00 (0.00%)	413 (+)	13.32% (+)	55.00 (+)	—	£0.41 (+)	£3.11 (+)
Sign Up Simple Complete (Springpod Primary)	—	—	—	—	—	—	—	—	—	—	—	—	0.00 (0.00%)	—	—	—	55.00 (+)	—	—	—
Springpod - Leads - Search - General	—	Search	—	£6,155.33 (+141.61%)	70,494 (+240.42%)	13,833 clicks	19.62% (+1.28%)	£0.44 (-29.92%)	12875812475	Maximize clicks	0.00% (0.00%)	£0.00 (0.00%)	1 (-90.91%)	0.00 (0.00%)	13,833 (+244.79%)	14.40% (+2.77%)	1,991.44 (+254.35%)	—	£0.44 (-29.92%)	£3.09 (-31.81%)

First 3-months performance stats

- Conversion numbers up 34.94%
- Cost per conversion down 48.74%
- Conversion rate up 33.09%