

Pay Per Click Case Study - DYPDC.com



GBIM Appraisal

We at DYPDC College has been using the services of GBIM Technologies, Mumbai for our web advertising, specially Google Ads. We selected after talking to many similar agencies. We found them to be young, but experienced and reasonable yet personalized service. We have been getting a good response to our Google Ad campaign and the only reason could be the efforts of GBIM's team.

Hrridaysh Deshpande, Director,
DYP-DC, Pune (India),
DY Patil Group and Dilip Chhabria

The Company

DYPDC College is an exceptional combination of the educational legacy of DY Patil Group and legendary automotive styling expertise of Mr. Dilip Chhabria. DYPDC College is a premium institute offering residential, inter-disciplinary, auto-centric education. It offers undergraduate and postgraduate courses in the area of Automobile Design. Subsequently the offering shall be extended to the areas of Engineering and Management. DYPDC College is one of the best design schools around and offers those interested in pursuing a career in automobile design a fabulous platform.

The Task

As DY Patil Group is a brand in itself and has already made a mark in the Field of Education and Sports. With its new venture of Automobile Designing College in a joint Venture with the Automobile Design Expert Mr. Dilip Chhabria, the Higher Authorities of the DYP-DC College approached GBIM Technologies Pvt. Ltd. for making their new venture a brand in the Internet World, they wanted to spread their new Venture among the Young Generations who aspire to design the Automobile with their Creativity. The Company wanted to get noticed Online in Short Period; hence they approached us for doing their PPC..

Solutions

Our team of PPC Expertise started to work on the Site, the site was monitored in regular intervals, and keeping in mind the result the authorities of DYP-DC were expecting the team started to work on the site and accordingly the top notch keywords were suggested and then targeted. In the Initial Stages, the Text Ads were Targeted on the Popular and Most Competitive Sites which are mostly visited by Young Generations.

GBIM Advantage

The Result was shown on the First Day itself, and within some time, the college also started receiving Admission Enquiries which Gradually Increased. The Authorities are quite happy with the result and the Services.

Results

The Authorities are quite happy with the result and the Services. The Cost Per Click was Rs. 12.39 and the client got a great Conversion Rate of 16.55% and a Total Conversion of 246. The admission rate of the College has also Increased.

