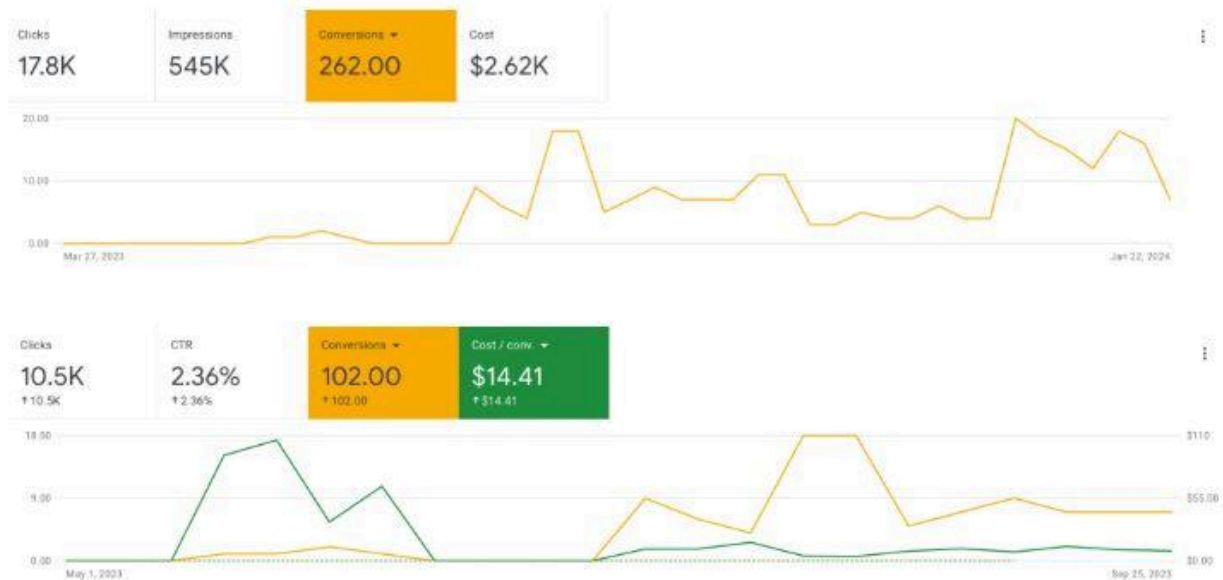


# 100% Increase in Leads For MBA Admissions Consulting Firm



An MBA admissions consulting firm was having issues generating prospective leads from their Google Ads campaigns. The client did not have proper tracking in place to effectively measure website traffic or high-intent lead gen intake. They also needed support optimizing their marketing funnel for a newly built services page.

## Results

Over the course of 9 months, I increased inbound leads by 100% and lowered the cost per lead by 90%. I was also able to increase ad engagement by 170% and reach an all-time high search impression share against competitors.