



Case Study

LearnEdge Academy

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Industry:

EdTech / Regional
Skill Development

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Service Areas:

Paid Social (Meta), WhatsApp
Funnels, CRO, Localized
Campaign Strategy

About The Brand

LearnEdge Academy is a regional EdTech platform based in India, offering job-focused training programs in areas like Digital Marketing, Spoken English, Computer Basics, and Tally ERP. What set them apart wasn't the curriculum – it was accessibility:

- Courses in local languages
- Minimal pricing (₹99–₹999)
- Flexible timing for working youth

Despite strong word-of-mouth and local partnerships, their funnel was clunky, non-optimized for mobile, and couldn't scale lead gen across India's regional audiences.

LearnEdge came to PixelRevs looking for volume, quality, and verified leads – fast.

The Challenge

- **High Cost-Per-Lead** (₹257) via Meta with poor form completions
 - 50% of leads were invalid or uninterested
- **Forms were long**, poorly mobile-optimized, and had low conversion
- The brand lacked a **WhatsApp funnel** – forcing calls on every lead
- Most creatives were in English for a Hindi/Telugu-speaking audience
- No regional segmentation – all campaigns were generic and pan-India

Their team was doing great work – but no one was clicking “Enroll.”

What We Did

We reimagined their funnel around hyperlocal targeting, instant verification, and micro-trust triggers.

Regional Paid Social Campaigns (Meta)

- Ran campaigns in 4 languages: Hindi, Telugu, Tamil, and Kannada
- Created 12+ ad variations, featuring:
 - Real student testimonials with subtitles
 - Hooks like: “ఇంటిలోనే నేర్చుకోండి – ఉద్యోగం పొందండి” (Learn at home, get a job)
 - Geotargeted ads: “Courses in Vijayawada, Guntur, Warangal”
- Creative Types:
 - 30s reels of classroom walkthroughs
 - Quote posts with salary jump stories
 - “Before & After” job placement cards

WhatsApp-Based Lead Funnel

- Built WhatsApp flow using Meta Click-to-WhatsApp Ads
 - Greeted users with dynamic name capture
 - Gave 3 course options in their native language
 - Shared batch dates, fees, trainer info, and a CTA to “Click to Enroll”
 - Optional voice note follow-up in Telugu
- Connected responses to Google Sheets + CRM
- Used automation to flag fake or junk numbers (via mobile pattern checks + time-to-response metrics)

Landing Page & CRO Enhancements

- Old LP: One long page with unstructured blocks, poor loading
- New LP:
 - Modular layout by course
 - Animated section showing student dashboards
 - Highlighted outcomes: “72% of learners got jobs within 60 days”
 - Switched from full-form to 2-field form (Name + Phone), rest via WhatsApp
- Added badges:
 - 4.9/5 from 2,000+ Students
 - Trainers from TCS, Wipro, Startups
 - “50% Fees Sponsored” – added urgency without discounting integrity

Retargeting + Lead Quality Strategy

- BOF retargeting via Meta:
 - Static creatives with “Final Batch Seats” overlays
 - Countdown stories with deadline CTAs
- Added delayed “reply needed” messages on WhatsApp to re-engage drop-offs
- Built a remarketing list of people who interacted with the LP but didn’t submit

The Results *(6 weeks)*

Metric	Before	After PixelRevs
Cost Per Valid Lead (CPL)	₹257	₹74
Valid Lead %	47%	86%
Enrollments / Month	120–140	380+
Course Completion Rate	61%	84%
WhatsApp to Form Conversion	12%	39%
Time to First Contact	6h avg	<20 min (auto flow)

Testimonial



Our trainers were top-tier. Our funnel wasn't. PixelRevs made it speak our students' language – literally. We're now enrolling 3x more with half the effort.

– Ramya Kulkarni,

Director @ LearnEdge Academy



Summary

Why this worked?

- Multi-language creatives for cultural alignment
- WhatsApp funnel = reduced friction, better verification
- Trust markers like reviews, outcomes, and trainer credibility
- Clean, 2-step mobile-first forms
- BOF recovery using CTA urgency + re-engagement automation