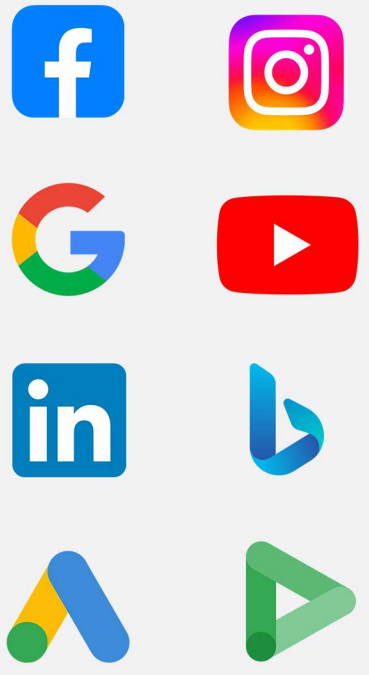




Plaksha University

- Private, tech-focused university in Mohali, India
- Founded by a group of over 60 business leaders and tech entrepreneurs

Platforms



Approach

- Performance-driven campaigns to generate leads
- Highlighted unique selling points (founders)
- Multi-platform testing, refinement, and optimization
- Dynamic keywords for ads & landing pages
- Region-specific remarketing
- Single Keyword Ad Groups (SKAGs)

Challenges

- Emerging university seeking recognition
- Limited courses & departments
- Outside major metro areas
- Premium fee structure
- Highly selective admission criteria
- External website development constraint

Challenges

Undergraduate Program

- Leads: 30054
- App Submits: 716
- Admissions: 254

Tech Leadership Program

- Leads: 106319
- App Submit: 1588
- Admissions: 78

