

Regenesys Education

Education

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20%

Decrease in cost per acquisition (CPA) due to precise targeting

3X

Increase in conversions compared to before the campaign

Search

Regenesys Education scores awareness through search campaigns with Microsoft Advertising

The goal

Established in 1997, Regenesys is now one of Africa's premier schools, offering internationally recognized undergraduate and postgraduate programmes.

The institution aims to help people excel in leadership and management roles across industries. With the ever-increasing array of learning options available, Regenesys' goal was to enhance brand awareness and deepen engagement with its audience through a digital brand campaign to build customer trust and loyalty.

The solution

Leveraging Microsoft Advertising's vast reach and sophisticated targeting capabilities, Regenesys ran search and display ads to boost brand awareness and engagement. Search ads targeted high-intent users with adjustments based on device type, location, and audience segments. Display campaigns promoted various courses, targeting specific segments; while negative keywords were used to optimize costs and enhance campaign efficiency.

"We went beyond achieving our goals with Microsoft Advertising. From gaining exposure to getting high conversions, we witnessed full-funnel results. Additionally, the exemplary customer support from InMobi was unmissable. I would say that Microsoft Advertising is a great asset to increase ROI."

Shamitha Shetty
Global Director, Regenesys Education
Azhar Shah
Sr. Digital Marketing Manager,
Regenesys Education

The results

Regenesys achieved outstanding results with Microsoft Advertising, outperforming other search platforms. The campaign led to a 20% increase in brand awareness, a 15% uplift in brand consideration following the implementation of targeted ad messaging, and a 25% increase in brand recall among users exposed to the ads through Microsoft Advertising.

30%

increase in click-through rate (CTR) with optimized ad creatives

40%

higher return on ad spend (RoAS) from strategic bid adjustments



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