Best Facebook Ads Agency in India - Case Study

3,504 Purchases at ₹85 CPO | 4X ROAS in 90 Days

Company: The DM School

Client: Engineering Education Brand (EdTech)

3,504

Paid Enrollments

₹85

Cost Per Purchase

4X

Return On Ad Spend

Executive Summary

Key Achievement

3,504
Paid Enrollments

₹85
Cost Per Purchase (CPO)

90 Days
Timeline

Revenue Impact

₹12.16 Lakh
Total Revenue

4.08X
Return On Ad Spend (ROAS)

₹2.98 Lakh
Ad Spend

Core Strategy

- **Growth Flywheel™** System
- ₹99 Tripwire Funnel
- Data-Driven Scaling

Bottom Line

- Profitable Customer Acquisition
- Scalable Growth Model
- Rapid ROI in 28 Days

Client Profile

Industry & Business Model

- **EdTech** - Engineering Education
- ₹99 front-end course → Advanced backend programs
- Tripwire model for customer acquisition

Target Market

- Engineering students across India
- Focus on **Tier 2/3 cities**
- High-intent learners seeking career advancement

Previous Status

- High Customer Acquisition Cost (CAC)
- Inefficient Facebook ads performance
- Poor funnel design with low conversion rates

The Real Challenges

High CAC

Customer acquisition costs were unsustainable

₹180+ per lead

Poor Targeting

Broad targeting vs. high-intent students
Wasted ad spend on unqualified audience

Funnel Issues

Landing pages optimized for **"info" not conversion**
Complex forms and unnecessary friction

Creative Problems

Ad fatigue within **7 days**
No systematic creative testing process

Technical Issues

Learning phase resets
Wrong event optimization setup

Strategic Error

Optimizing for **CPL instead of CPO**
Focusing on leads, not actual purchases

Growth Flywheel™ Strategy Overview

Vision: Full-funnel system for profitable student acquisition

Magnet Ads™

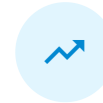Creative testing with proven Indian hooks

Key Result: CPC under ₹6.50 (32% drop)

₹99 Tripwire Funnel

Micro-commitment to filter serious students

Key Result: Conversion rate tripled

Scale Signals

Data-driven scaling with strict rules

Key Result: CPO stayed under ₹90 at scale

Goal: Attract high-intent students, convert at ₹99, scale CPO under ₹90

Magnet Ads™ - Creative Testing

12 High-Concept Creatives with Proven Indian Hooks

"What if I told you…"

"This ad is not for everyone…"

"If you're still doing [X], you're losing money"

"I tried this for 7 days, here's what happened"

Results

₹6.50
CPC

32%
Drop in CPC

⏱ Achieved in 72 hours

Hinglish Copy

"₹99 mein engineering skills chahiye?"

"Ab aayega career boost!"

"Padhai nahi, placement dekho!"

₹99 Tripwire Funnel

Strategy: Micro-commitment to filter serious students

⚙ Funnel Rebuild

- 1-click checkout (no form fills)
- Scarcity copy ("Only 50 seats left")
- No navigation (zero distractions)
- WhatsApp auto-confirmation

3X
Conversion Rate Increase

🛒 Tripwire Funnel Visualization

₹99 → **Instant Conversion**

Scale Signals - Maintaining ₹85 CPO at Scale

Data-Driven Rules

Increase Budget
Only after 15+ conversions

Duplicate Ad Sets
Only with stable CPO

Pause Underperformers
Before wasting ₹10k

Launch New Creatives
Prevent ad fatigue

₹85
CPO Maintained at Scale

80/20 Budget Rule

80%
Budget on Winners

20%
Budget on Testing

Scaling Performance

Indian-Specific Optimization

Localization Strategy

Hinglish copy

"₹99 crash course chahiye?"

Indian ad hooks and emotional triggers

B Bold text overlays and emotion-led thumbnails

Technical Optimization

Facebook Pixel + Conversions API mapped to **"Purchase" event**

Stabilized learning phase

60% reduction in delivery issues

Result

38%

Increase in relevance score

Results - 90 Day Performance

3,504
Paid Enrollments

₹85.11
Cost Per Purchase
57% below industry average

₹2.98 Lakh
Ad Spend

₹3.46 Lakh
Frontend Revenue

9M+
Impressions

2.7M+
Reach

Timeline

All achieved in just 90 days

Real ROAS & Profitability

Revenue Breakdown

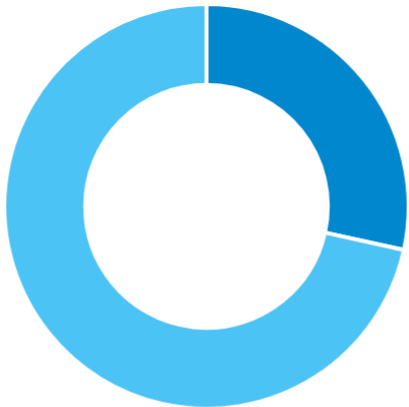🛒 Frontend Revenue **₹3.46 Lakh** (3,504 × ₹99)

🎓 Backend Sales **₹8.7 Lakh** (advanced courses)

📈 Total Revenue **₹12.16 Lakh**

4.08X

Overall ROAS

Revenue Distribution

■ Frontend Revenue ■ Backend Sales

Profitability

💵 Ad Spend
₹2.98 Lakh

🕐 Frontend Payback Period
28 Days

📈 Profit Margin
75.5%

Key Insights & Learnings

Strategic Insights

Optimize for "Purchase" from Day 1
Not leads — focus on actual conversions

CPO beats CPL as the true metric
Cost Per Purchase > Cost Per Lead

Tripwire strategy enables profitable scaling
Micro-commitments filter serious customers

Market Insights

Indian EdTech students need nurturing
Education purchase is a considered decision

Local language and cultural relevance matter
Hinglish copy increases engagement

High-intent targeting is crucial
Quality over quantity in audience selection

> **"The real success came from focusing on what matters: profitable customer acquisition, not just vanity metrics."**
>
> — The DM School Team

Why This Approach Works

Full-Funnel System

Not just ads, but complete acquisition engine

End-to-End Solution

Profitability at Tripwire

₹99 offer covers ad spend quickly

28-Day Payback

Self-Sustaining Growth Engine

Creates a predictable acquisition machine with scalable framework and backend focus

- Scalable Framework
- Backend Focus
- Self-Sustaining
- Data-Driven Rules

4X ROAS from Advanced Courses

Conclusion & Impact

Transformation

From high CAC to profitable scaling

₹180 → ₹85 CPO

Sustainability

Built a self-sustaining student acquisition system

- ✓ Predictable results
- ✓ Consistent performance

Scalability

Framework works at increasing volumes

3,504 Enrollments

Profitability

Real 4X ROAS, not vanity metrics

- ✓ ₹12.16 Lakh revenue
- ✓ 28-day payback period

Future: Continued growth with proven methodology

Contact & Next Steps

The DM School

⭐ **Best Facebook Ads Agency in India**

🎓 **Specialization:** EdTech, profitable customer acquisition

📈 Proven results: 4X ROAS, 3,504+ purchases

📍 Serving clients across India

Ready to Scale Your Business?

Implement our proven strategies to achieve profitable customer acquisition at scale

✉ **Get In Touch**

🌐 **Visit Our Website**

thedmschool.com