CASE STUDY · EDTECH

K-12 Peer Tutoring Platform

Education Technology · Google Ads, SEO, Landing Pages, GA4 & Attribution

- Built separate acquisition funnels for educators, schools, districts and parents, because a single generic funnel was collapsing four very different buying processes into one.
- Restructured campaigns and rewrote landing pages around demo intent, then grew organic traffic with long-tail education keywords to reduce dependence on paid.
- Implemented GA4, GTM and attribution dashboards so budget could be allocated on measured demo cost rather than platform-reported conversions.

+128%
Qualified educator and school enquiries

−37%
Cost per lead

+81%
Demo bookings, at 34% lower cost

+142%
Organic traffic

WHAT MOVED

3.0% → 6.4%
Landing page conversion rate

+31%
Click-through rate

−24%
Cost per click

GA4 + GTM
Attribution stack implemented

PROJECT BRIEF | EDTECH

K-12 Peer Tutoring Platform

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PROJECT OVERVIEW

We helped a K-12 peer tutoring platform improve acquisition across educators, schools, districts and parents. Each audience had a different buying process, level of authority and reason to engage, so the growth system was rebuilt around separate journeys. Paid media, organic search, landing pages and attribution were connected around measured demo demand.

THE CHALLENGE

A generic funnel was collapsing four distinct audiences into one experience, weakening message relevance and making conversion data harder to interpret. The platform also needed to reduce dependence on paid traffic while allocating budget using measured demo cost rather than relying only on conversions reported inside advertising platforms.

OUR APPROACH

We created separate acquisition funnels for the major audience groups and restructured Google Ads around demo intent. Landing pages were rewritten to align the offer, proof and next step with each audience. Long-tail education keywords supported organic growth, while GA4, Google Tag Manager and attribution dashboards created a more dependable measurement stack. Our role covered funnel architecture, paid search, keyword strategy, landing page CRO, technical implementation and reporting. This allowed campaign and content decisions to be compared through the same demo-focused performance view.

BUSINESS IMPACT

Qualified educator and school enquiries increased 128% while cost per lead decreased 37%. Demo bookings rose 81% at a 34% lower cost, organic traffic grew 142% and landing page conversion improved from 3.0% to 6.4%. Click-through rate increased 31%, while cost per click fell 24%, strengthening both acquisition efficiency and demand quality. The shared attribution view provided a stronger foundation for balancing paid investment with longer-term organic growth.

VERIFIED OUTCOMES

+128%
Qualified enquiries

-37%
Cost per lead

+81%
Demo bookings

+142%
Organic traffic

THE GROWTH SYSTEM WE IMPROVED

01 **Separate buying journeys**

02 **Optimize toward demos**

03 **Allocate from measured cost**

WHAT WE DELIVERED

Audience-specific funnels | Google Ads | SEO | Landing page CRO | GA4 | GTM | Attribution dashboards

HAVE A SIMILAR GROWTH CHALLENGE?

Let's map the system before scaling it.