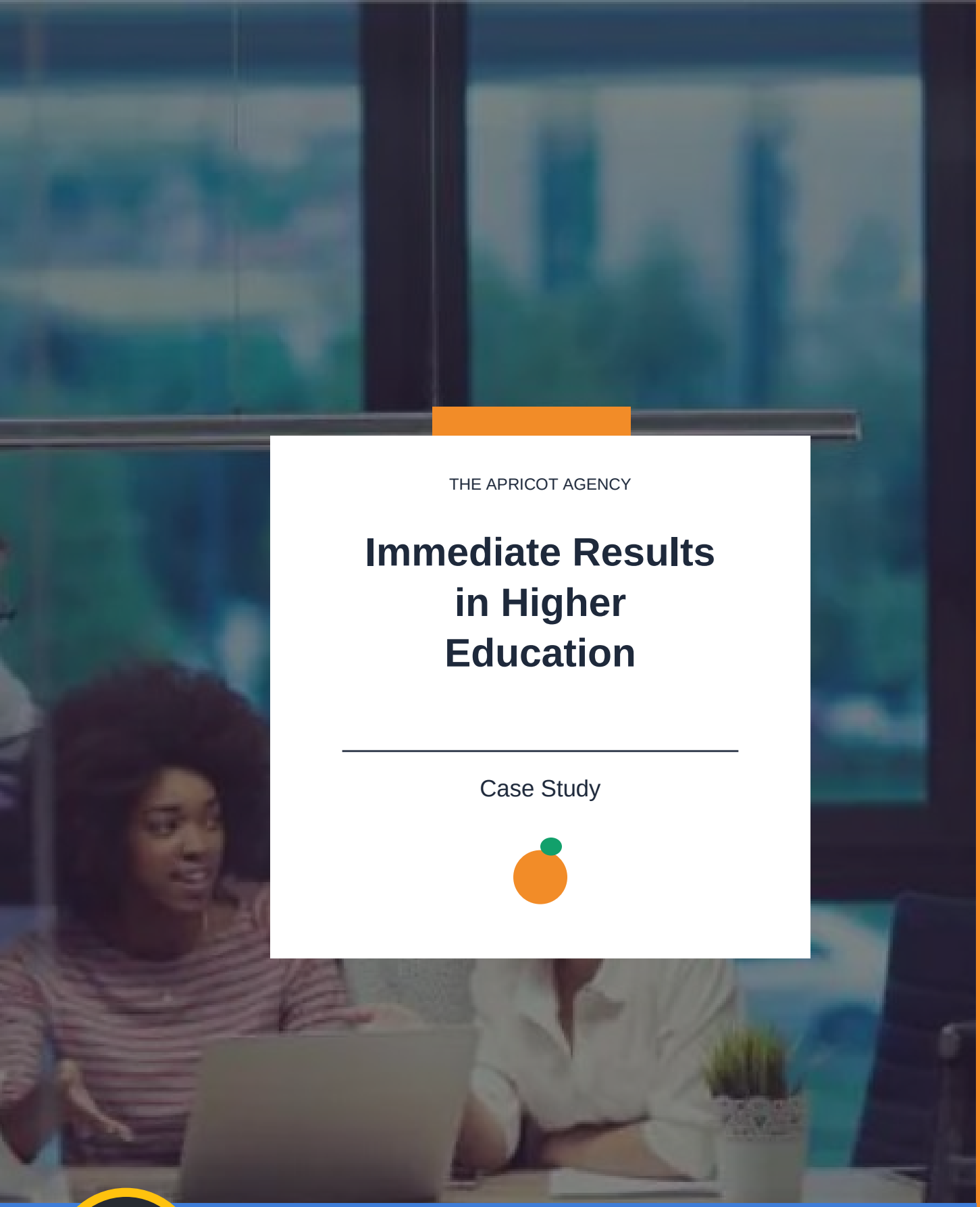


THE APRICOT AGENCY

Immediate Results in Higher Education

Case Study

26,000+
Clicks

Over 26,000 clicks at an average CTR of about 15% within weeks, on limited budgets.

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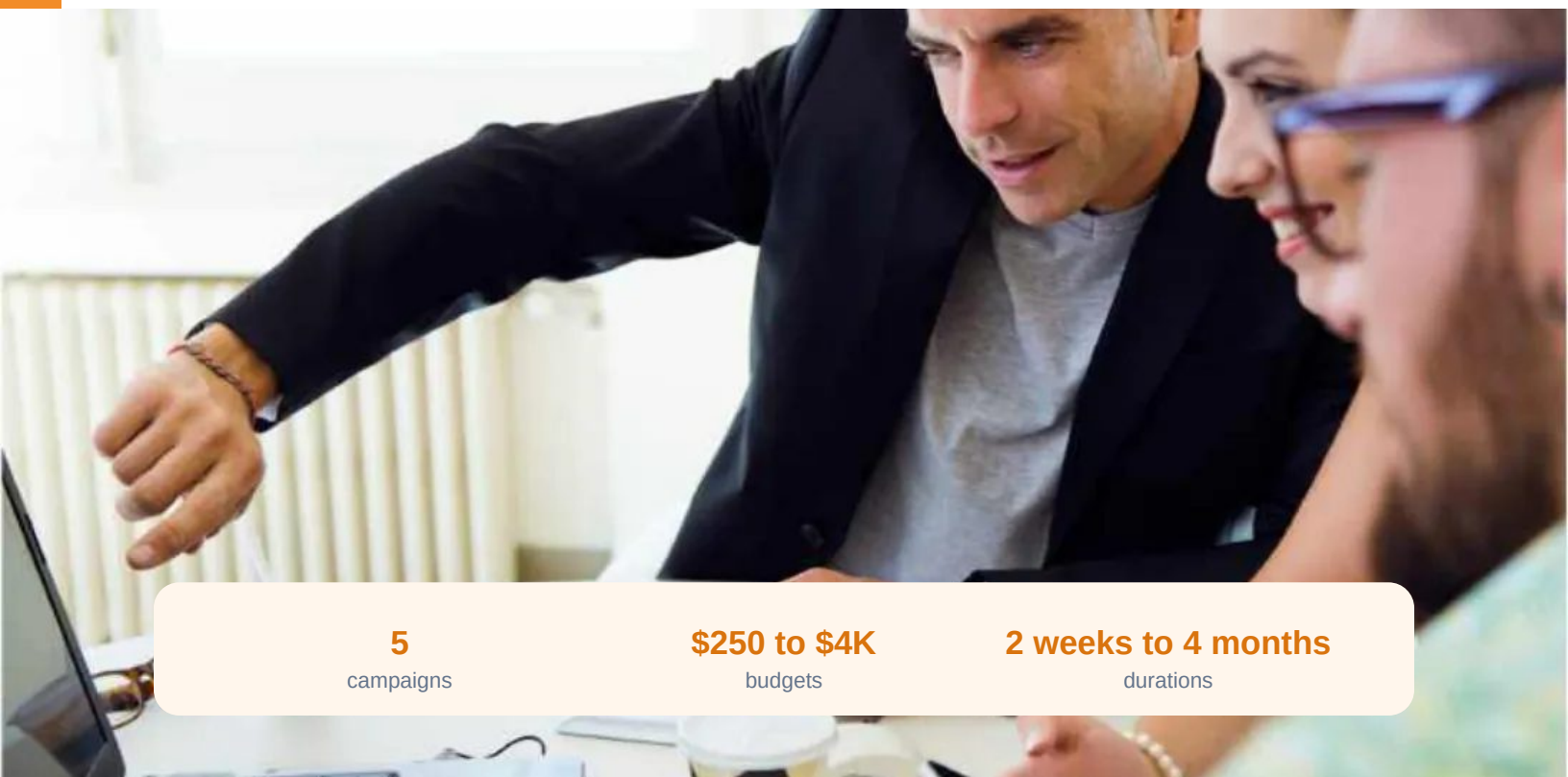
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The Problem

A very large Canadian university decided to try digital ads to increase visibility within certain programs and in new countries, to grow student applications. The client had run limited ads, had a new Google Ads account, and had no data, metrics or audience statistics. There was urgency to prove the PPC investment, driving applications in as little as two weeks.

Key challenges

- Low budgets
- No historical data, metrics or audience stats
- 14 days to show results, including setup and learning
- Minimal content direction and no imagery



5	$250 to $4K	2 weeks to 4 months
campaigns	budgets	durations

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The Strategy

Efficient spending

With low budgets and no prior data, campaigns were built from scratch. Budgets were split into dailies and spent at the lowest level that let each campaign learn and target.

Research

We studied each landing page and program, researched likely audiences, keywords, cultural facts, city densities and statistics, and used VPNs to see which ads ran in target countries.

Testing

We tested headlines, creative, tone and messaging to find the assets that worked and build on them.

Search terms and keywords

Reviewing search term reports showed which terms were popular and which negative keywords to add.

KEY TOOLS

Landing pages, program guides, keyword research, VPNs to examine cultural opportunities, government statistics, and sites like Statista for audience signals. From these data points we put together credible assets and tested them in various markets.

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The Results

Every campaign beat the 2025 education benchmark of 3.78% click-through rate, and cost per click came in well under the $2.40 benchmark average (source: StoreGrowers Google Ads benchmarks).



Campaign 1	Campaign 2	Campaign 3	Campaign 4	Campaign 5
$250 / 2 weeks	$1K / 1 month	$4K / 1 month	$1.5K / 4 months	$2K / 4 months

CLICKS BY CAMPAIGN



Campaign	Budget	Impressions	Clicks	CTR	Cost	Cost / click
1	$250	2,570	272	10.6%	$235.76	$0.87
2	$1K	6,434	759	11.8%	$1,003.23	$1.32
3	$4K	63,374	11,988	18.9%	$3,597.58	$0.30
4	$1.5K	5,471	953	17.4%	$1,383.81	$1.41
5	$2K	79,231	13,015	16.4%	$1,899.51	$0.15

Ready for results like these?

First-party data, researched audiences and strong assets drive successful campaigns. Book a free 1-on-1 audit.

theapricotagency.com/lead-capture

Client name withheld to protect privacy and NDA. Figures as recorded in the account (March 2025). Results are specific to this client and period and are not a guarantee.