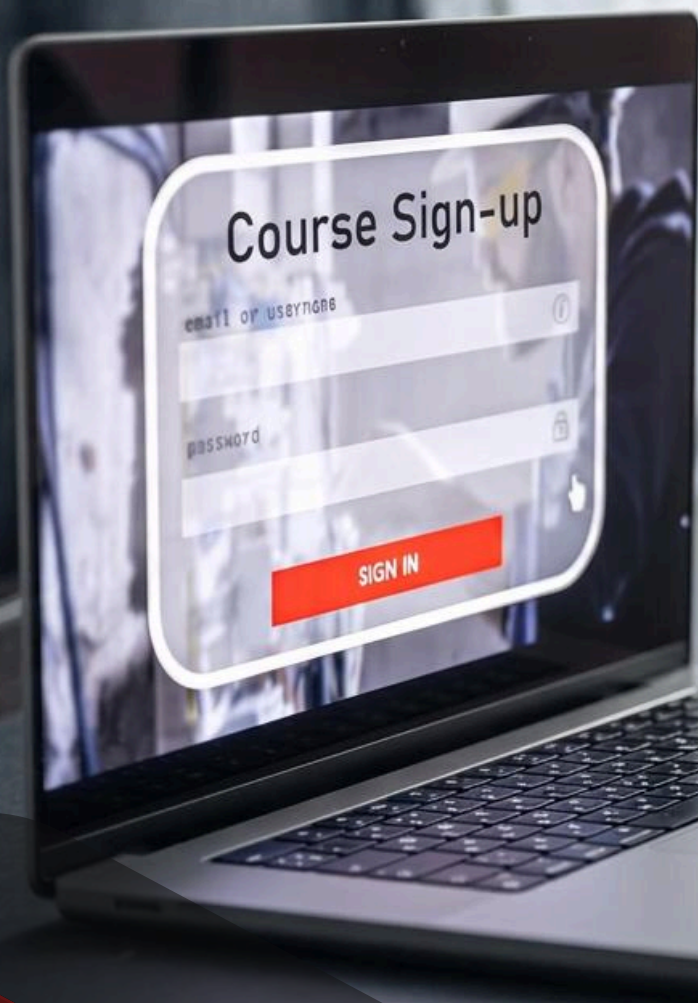




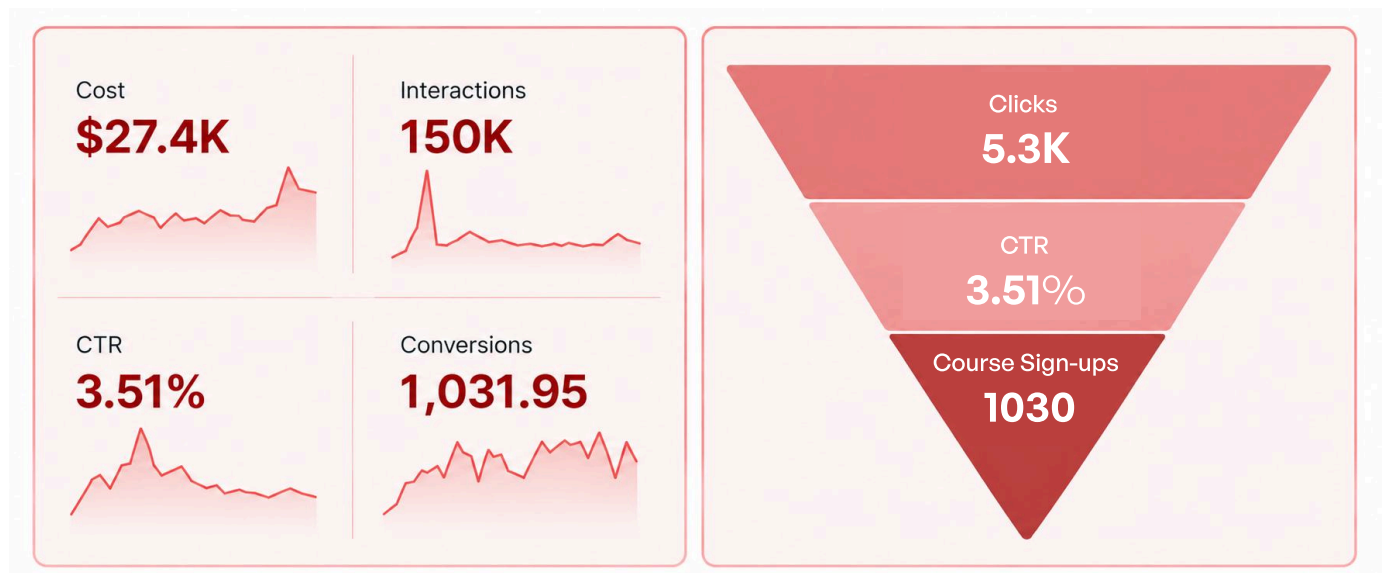
Scaling Qualified Course Sign-ups & Doubling ROAS with Google Ads

How a full-funnel Google Ads restructuring increased qualified sign-ups, cut acquisition costs, and doubled ROAS for a global professional training provider.

Overview

QBurst re-architected a global professional training provider's Google Ads account around high-intent behavioral signals, robust negative keyword governance, and an enhanced conversion tracking framework.

- **Account & Signal Restructuring:** Eliminated Performance Max (PMax) cannibalization of branded search, implemented brand exclusions, refined vertical-specific campaign segmentation, and deployed targeted first-party audience signals.
- **Performance Outcomes:** Achieved a 25% increase in course sign-ups, a 50% reduction in cost per acquisition (CPA), and improvement in ROAS within six months.



Campaign Performance Funnel



Client Profile

Operating internationally across global markets, the US-based client is a leading professional training provider offering specialized corporate skill development, professional certifications, and career advancement programs to enterprise and individual learners.

Challenges: Unstructured Communication and Manual Overhead

- **Performance Max Cannibalization:** PMax campaigns captured branded search queries that belonged in dedicated Search campaigns, artificially inflating conversion numbers with low-incremental traffic.
- **Fragmented Campaign Architecture:** Multiple course verticals were grouped together, preventing vertical-specific budget allocation, accurate benchmarking, and performance control.
- **Weak Audience Signals:** PMax relied on broad audience expansion without high-intent inputs, resulting in low-quality traffic and wasted ad spend.
- **Incomplete Conversion Tracking:** Bidding algorithms optimized for top-of-funnel form submissions rather than verified course enrollments, prioritizing lead volume over revenue.
- **Broad Match Budget Waste:** Poor keyword governance allowed irrelevant search queries to consume ad spend without generating qualified leads.

Solution: Intent-Driven Account Re-architecture

We overhauled the client's Google Ads infrastructure, aligning campaign design, audience signals, Smart Bidding strategies, and creative retargeting directly with course purchase intent.

- **Campaign Restructuring & Brand Protection:** Separated branded and non-branded campaigns, enforced brand exclusions on PMax, and segmented non-branded Search by vertical with custom budgets and bid strategies.
- **Audience Signal Refinement:** Strengthened PMax campaigns using first-party behavioral signals, including past site visitors, course page viewers, checkout abandoners, and relevant in-market audiences.
- **Search Themes & Negative Governance:** Applied certification-specific search themes and conducted six months of search term analysis to build negative keyword lists that eliminated broad match waste.
- **Enhanced Conversion Tracking Framework:** Restructured tracking to differentiate between primary, secondary, and confirmed sign-up actions, training Smart Bidding algorithms to optimize for actual enrollments.

- **Behavioral Retargeting & Personalization:** Deployed funnel-stage retargeting with tailored ad copy, utilizing urgency copy for near-converters, social proof for researchers, and loyalty offers for returning learners.
- **Geo, Device & Daypart Optimization:** Adjusted bids dynamically according to device conversion rates, weighted enterprise campaigns toward business hours, and reallocated budgets to high-velocity regions.

Technical Highlights

- **Google Ads Infrastructure:** PMax, Search Campaigns, Smart Bidding, and Google Tag Manager.
- **Audience Signal Engineering:** Custom intent signals, first-party retargeting lists, and in-market audience segmentation.
- **Conversion Architecture:** Multi-tier conversion tracking framework isolating high-value enrollment actions from top-of-funnel leads.
- **Data-Driven Governance:** Continuous negative keyword harvesting, bid strategy tuning, and geo/device dayparting rules.

Impact: Scalable Growth and Doubled Return on Ad Spend

- **100% ROAS Improvement:** Doubled return on ad spend across all active marketing campaigns.
- **50% CPA Reduction:** Cut cost per acquisition on course purchases in half within six months.
- **25% Increase in Sign-ups:** Drove a substantial increase in confirmed, qualified course enrollments.
- **Optimized Marketing Spend:** Eliminated low-intent form submissions, reduced waste on irrelevant search queries, and maximized budget allocation across top-performing course categories.