BALANDIN/AGENCY

Google Ads for online education

Proposal from Balandin Agency

YouTube is the second-largest source of registrations after Meta in our education projects. The main job is to separate new people from those who were searching for your brand anyway.

18,965

registrations at $2.90 on a $55,000 budget

284%

ROMI in the same project

$2.29

per registration in the competitive personal growth niche

What usually hurts

PMax reports your own brand

The campaign takes brand queries and shows a high ROAS. We set brand exclusions and measure incrementality — it becomes clear how much of the budget buys new people.

Smart Bidding never exits learning

The threshold of about 50 conversions per 30 days is unreachable if you count payments. We rebuild the conversion architecture: the algorithm learns on a reachable event, value is passed separately.

Scale raises the cost per registration

The usual story — doubling the budget triples the CPA. In the psychology school case volume grew to 18,965 registrations without a price increase thanks to splitting campaigns by intent.

What we do

YouTube funnels

Registrations for webinars and challenges with video creatives for every stage: cold reach, retargeting, a reminder about the live session.

Search by intent

Brand/non-brand split, cleaning out junk queries, separate campaigns for formed and unformed demand.

PMax under control

Brand exclusions, asset group logic, separate tracking of incremental conversions.

Conversion architecture

Server-side tagging, enhanced conversions, event value = product margin.

Protection from auto-apply

Google recommendations are not applied automatically — every one goes through us.

One report with Meta

Google in the same dashboard and weekly review: channels compared by money, not by ad accounts.

The numbers we rely on

$2.90	per registration, 18,965 of them on a $55,000 budget
284%	ROMI in the same project
$2.29	per registration, 1,462 of them
154%	ROMI of the personal growth funnel

Case studies: Google Ads for online education

Brought 98,000 subscribers to a Telegram channel and earned $2,025,240 in 2 years at 569% ROMI

Took Telegram subscribers all the way to payments — 569% ROMI over two years

$302,868
Ad spend

98,015
Subscribers

$2,025,240
Revenue

569%
ROMI

Psychology school (YouTube/Google)

Scale without a price increase — 18,965 sign-ups at $2.9

$55,000
Ad spend

18,965
Sign-ups

284%
ROMI

Personal growth training (YouTube/Google)

A competitive niche — took the funnel into profit with a $2.29 sign-up

$3,350
Ad spend

1,462
Sign-ups

154%
ROMI

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Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies