



BeMo Academic Consulting

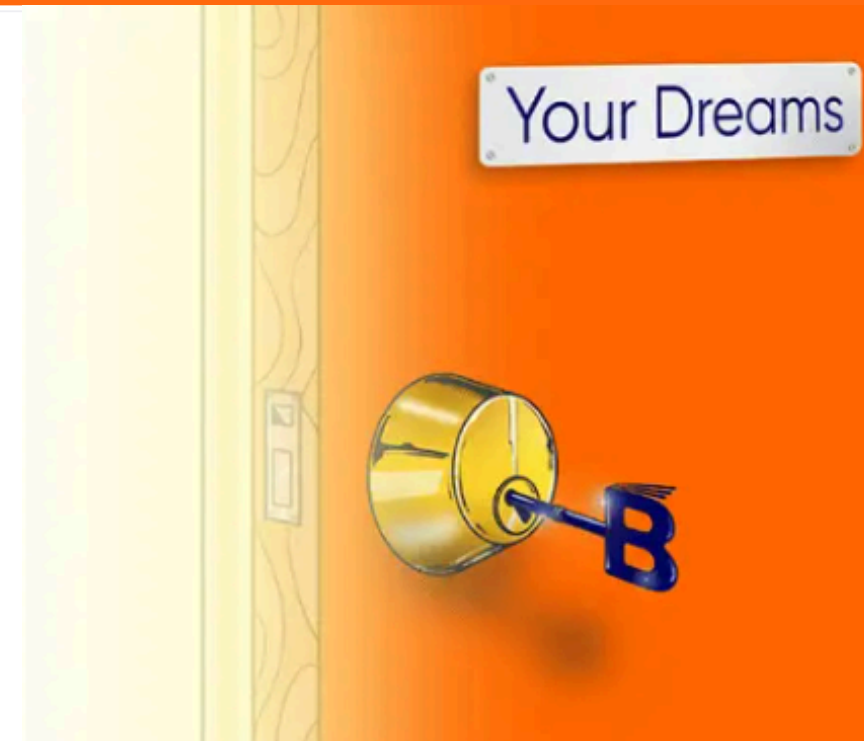
CASE STUDY

**Your Future Secured:
Guaranteed Acceptance
or Your Money Back.***



Trusted by 92,977 students. Rated 4.8/5 on Trustpilot.

Get your personalized admissions strategy.



BeMo

The Client

1000+

Leads per month

\$10

Cost per lead

7%

LEAD CONVERSION RATE

ABOUT Bemo

BeMo Academic Consulting is a global academic consulting firm that helps students get into competitive undergraduate, graduate, and professional programs by providing personalized admissions guidance, interview and test prep, and strategic application support. Trusted by students worldwide, they focus on fair admissions, high-quality coaching, and measurable success, often backed by strong reviews and a high success rate.

CHALLENGES

HIGH CPLS, SEASONAL VOLATILITY, AND STRUCTURAL INEFFICIENCIES.

- Rising CPLs in competitive education niches and heavy seasonality near application deadlines.
- Mixed account structure with overlapping keywords/audiences and limited signal quality for bidding.
- Under-utilized creative testing on Meta and limited use of value-based bidding across Google.

BeMo

92,974 Student Love Stories

Students aren't just satisfied. They love what we do. 23% of our reviews include the word "love." Our students have been accepted to any school you can think of around the globe.

Will you be next?

Free Initial Consultation

Booked 52 times today.

CAMPAIGN DEVELOPMENT

CLEAN SIGNALS, FULL-FUNNEL ALIGNMENT, AND A STRUCTURED CREATIVE SYSTEM.

- Signal Quality: Clean segmentation (Brand, Non-Brand Core, Long-tail, Competitors), negative keyword hygiene, SKAG → intent clusters, enhanced conversion tracking.
- Funnel: Search for demand capture; YouTube/Discovery + Meta for demand creation; warm retargeting.
- Creative System: HOOK → Problem → Solution → Social Proof → CTA structure.

PERFORMANCE OPTIMIZATION

OPTIMIZED GOOGLE & META CAMPAIGNS FOR PEAK CONVERSIONS

Google: RSAs with 15–20 assets per ad group; PMax for incremental non-brand; YouTube In-Stream skippable with student stories and deadline urgency.

Meta: CAPI v2 + 1-day click; Advantage+ placements; Lead form + website conversion split; retargeting by video views and website engagement (7/14/30-day stacks).

RESULTS

COST PER LEAD (CPL) \$10

- Channels: Google Ads (Search, Performance Max, YouTube), Meta (Leads)
- Primary Goal: Increase high-intent consultation bookings at or below target CAC
- Budget: \$30,000/month

1000+

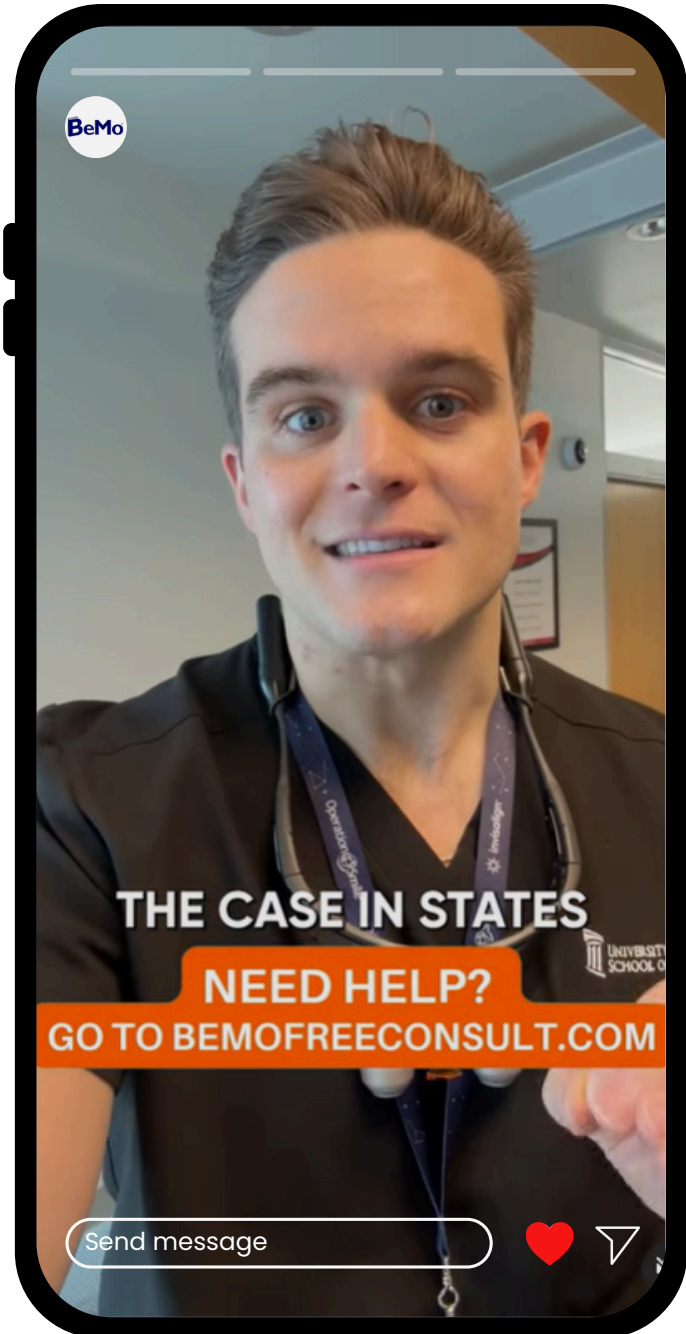
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Lead Conversion Rate



TECH

GOOGLE & META ADS WITH GA4, CONVERSIONS, BOOKING TOOLS, AND DASHBOARDS.

Google Ads, GA4, Enhanced Conversions, Offline Conversions/CRM import, Facebook, Calendly/booking tool, Looker Studio dashboard.

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