

**Industry: Edtech/ Fitness**

How we identified gaps and optimised marketing funnel for FitEduCoach

# Case Study

**ProjektAnalytics.**

# 65+

Campaigns audited

# 10k+

Sales calls analyzed

# 40%

Projected savings on ad spend

# 11L+

Ad Spend optimized

## Problem

FitEduCoach offers premium offline fitness certifications including NASM and APT courses. Their 65+ digital ad campaigns were generating leads at a 2x high cost than industry average with a critically low 2.13% hook rate indicating creative fatigue and poor hooks. Ad frequency was stuck at 2.13 (well below the 4-5 optimal range), there was no separation between prospecting and retargeting, and no city-specific targeting despite Mumbai and Delhi being clear winners.

## What we did

- Analyzed campaigns across audience, geography, creative engagement, and full-funnel data to uncover hidden inefficiencies
- Performed Geo targeting, Mumbai and Delhi identified as top converters shifted from broad targeting to city-specific campaigns with localized messaging
- Audience clarity: Students and Gym Trainers emerged as core segments built tailored messaging for each
- Increased frequency (2.13 → 4-5), introduced regional creatives (Hindi/Marathi), and fixed first 3-sec hooks
- Built a clear prospecting vs. retargeting system with separate budgets, creatives, and KPIs replacing the diluted one-size-fits-all approach

## Impact

FitEduCoach got a clear, easy-to-execute plan to improve performance, focused on Mumbai and Delhi with city-specific campaigns, and separate messaging for students and gym trainers. We simplified creatives by improving the first few seconds to increase engagement, and restructured budgets to spend more on what works. This approach is expected to reduce cost per lead by ~40%, and increase in sales conversions by 50% with added gains from rolling out regional language ads in both cities.