



VidyaVerse

#DataDreamer

CAMPAIGN

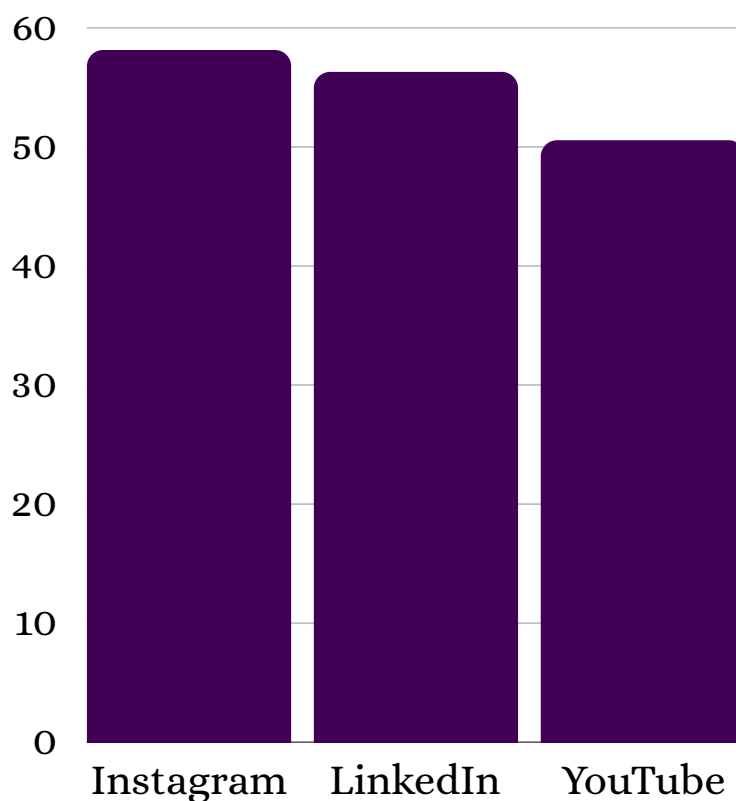


# The Vidya Verse Viral Challenge

## Executive Summary :

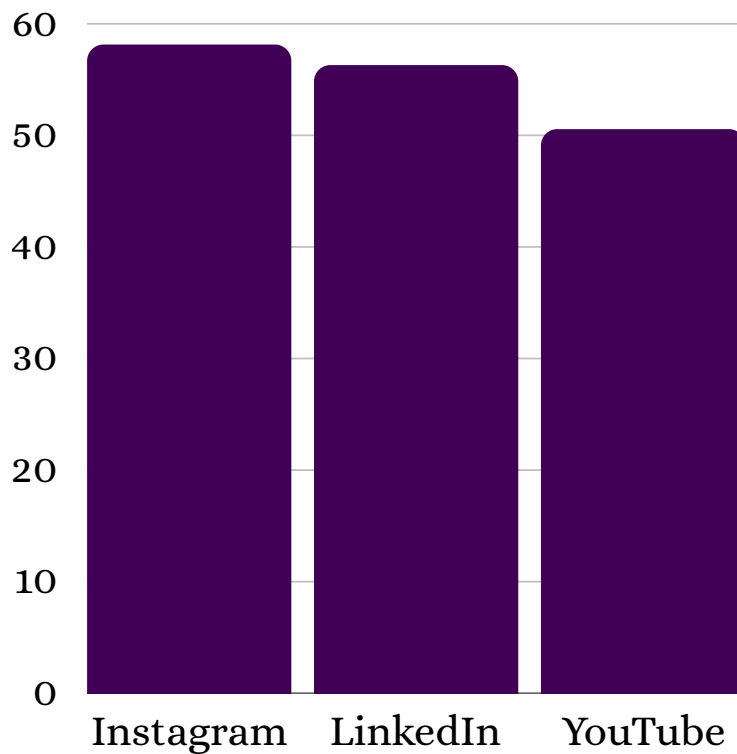
The company VidyaVerse has just concluded its ambitious “#DataDreamer” social media campaign. campaign flooded Instagram, YouTube, and LinkedIn. It generated massive clicks and impressions. However, true campaign success was measured not by clicks but by student signups and course completions. We have to analyse CPS, CPCS ,CTR and Avg completion percentage to know the effectiveness of the campaign.

## Count Of Student Id By Platform :



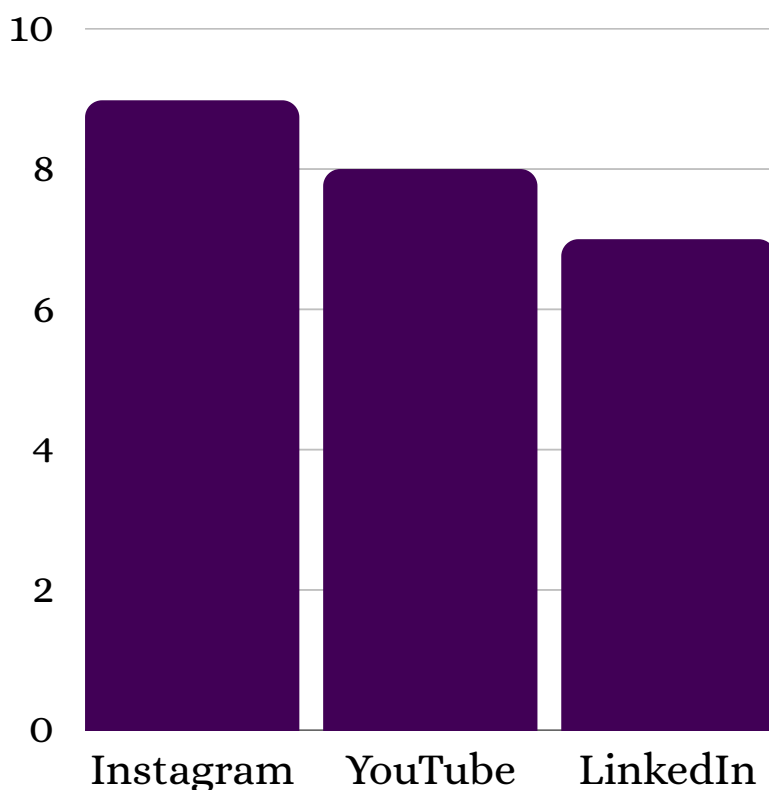
LinkedIn has highest students as compare to others. LinkedIn learners may represent a more professional and motivated audience.

## Average Completion Percentage By Platform :



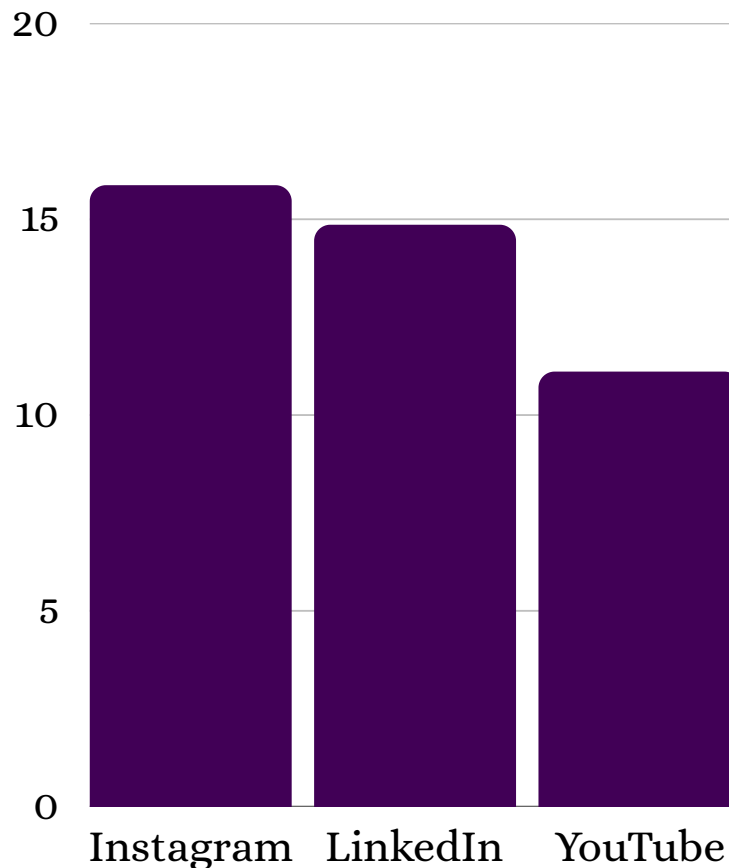
Instagram has higher 58.14 completion percentage as compare to LinkedIn and YouTube. It suggests that Instagram has more ROI and have quality students.

## Click Through Rate :



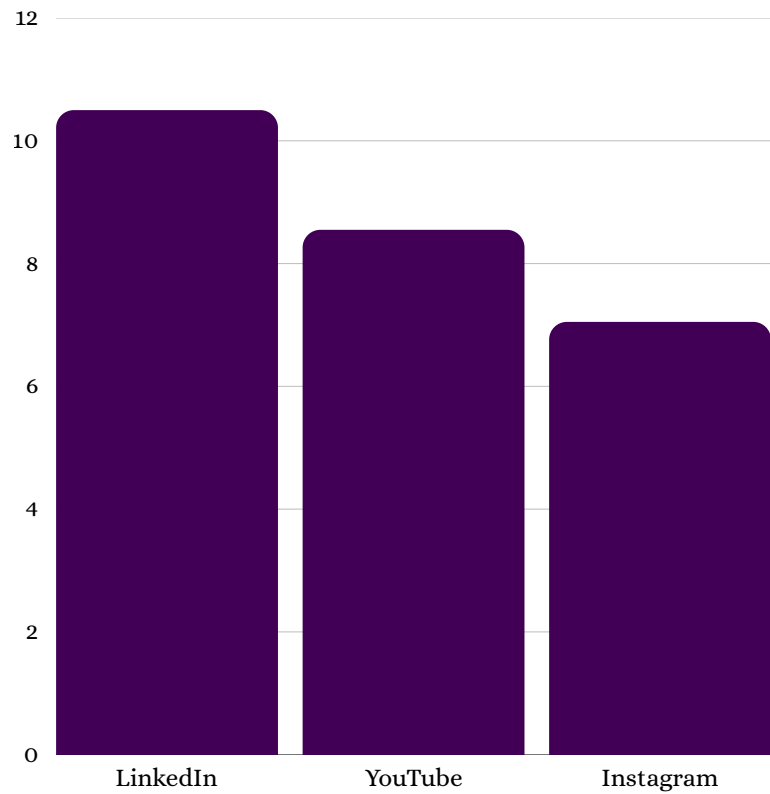
Instagram is best for top-of-funnel awareness and traffic generation. YouTube is effective for video storytelling and driving curiosity, though less efficient than Instagram. LinkedIn is less about clicks but more about high-intent users — crucial for enrollments and completions.

## Conversion Quality:



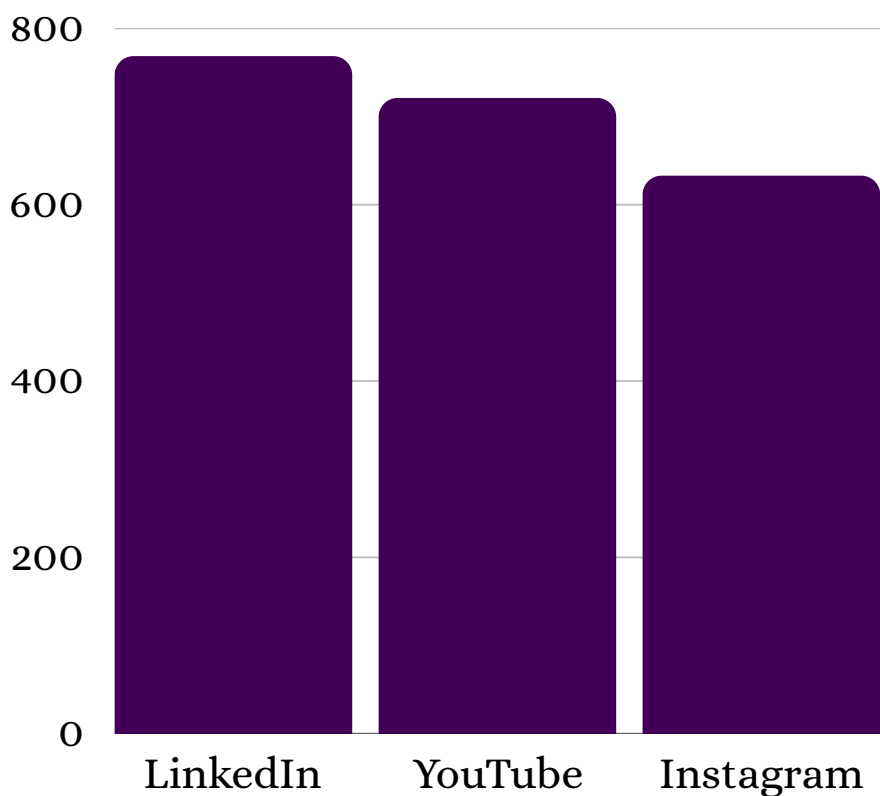
Instagram has higher conversion quality than other. So we have to spend more and give priority to Instagram.

# Cost Per Clicks :



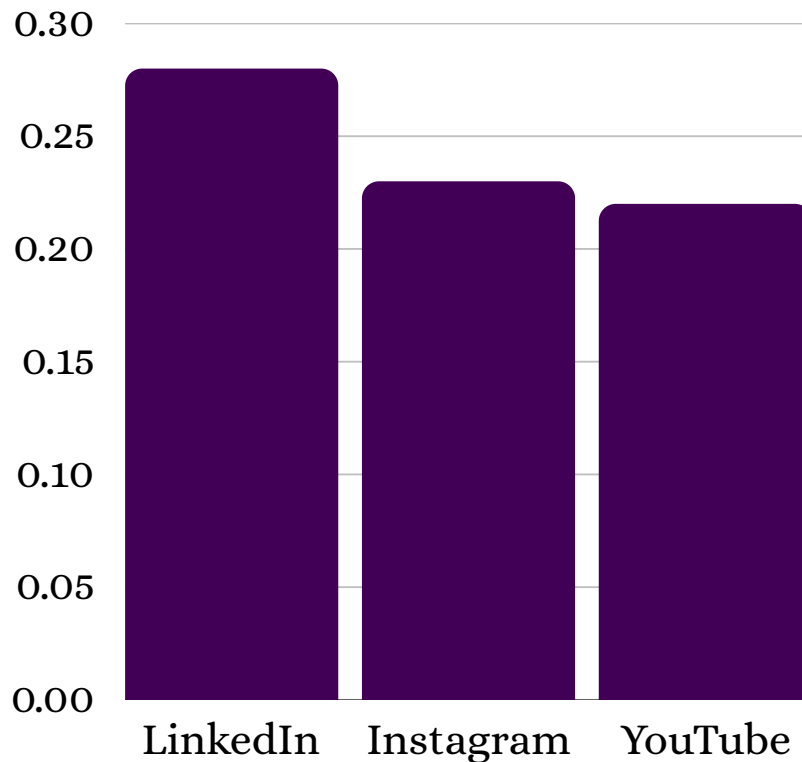
LinkedIn has highest cost per clicks than others. But We have to spend more on Instagram because it has highest completion rate of students .

# Cost Per Mile :



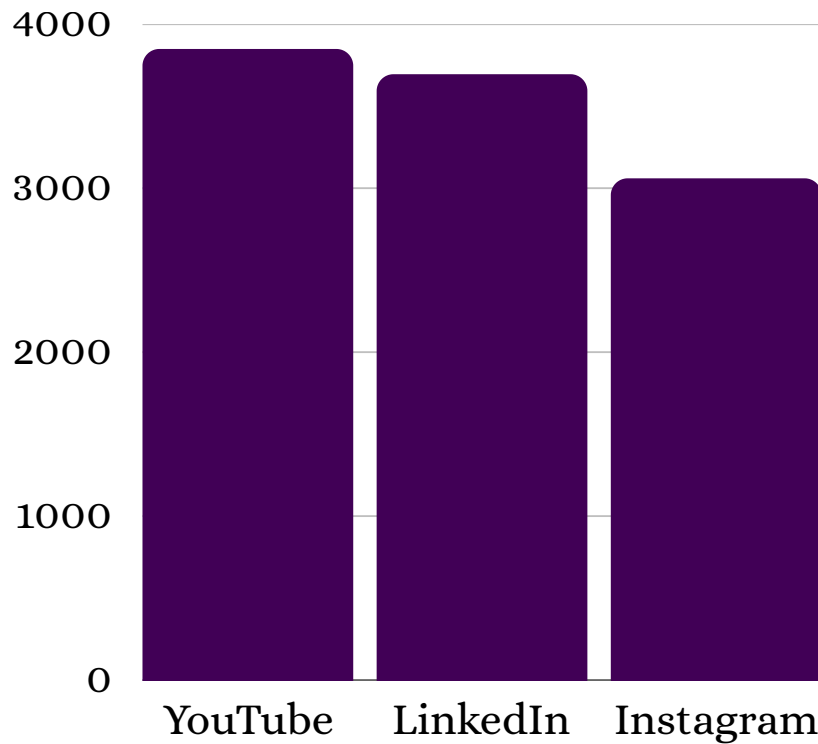
LinkedIn has highest cost per mile than others. But we have to spend more on Instagram because it has better ROI and more completion student rate than others.

### Conversion Rate(%) By Platform :



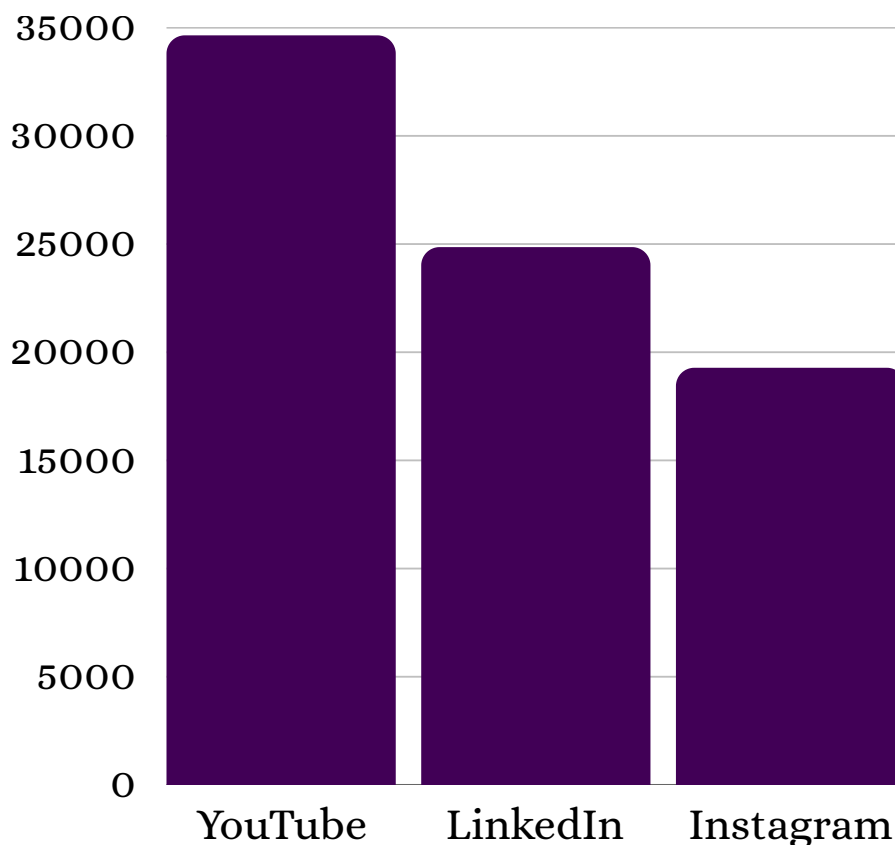
LinkedIn has highest conversion rate as compare to others . It suggests that LinkedIn attracts more quality students. So we have to give more priority on LinkedIn.

## Cost Per Conversion :



Instagram has lowest cost per conversion that means platform brought students at a cheaper cost as compare to other platforms.

## Cost Per Quality Conversion :



Instagram has lowest cost per quality conversion that means it attracts quality students at lower cost as compared to other platforms. So we have to give more priority on Instagram.

## **Insights & Benchmarking :**

- Typical completion rates for free online self-paced courses (like MOOCs) in India range from 5% to 15%.
- SWAYAM MOOCs, a major government platform, shows a completion rate of about 10.7% based on exam registrations relative to enrollments.
- Some reports mention eLearning platforms in India have completion rates between 1% and 5% for general courses.
- VidyaVerse is performing above market benchmark because it has 42% avg completion.

## **Recommendation :**

- We will spend more on Instagram because it has highest ROI and completion rates.
- We have to increase monetization through subscriptions, certifications, or upselling additional services supports financial returns.
- Reduce spend on LinkedIn because it has lowest ROI than Instagram. But we have to maintain LinkedIn because it has strong professional student base.
- Efficient use of technology, reduced customer acquisition costs, and optimized platform infrastructure enhance profitability.



- We have to keep YouTube for good reach and brand awareness.
- We have to add AI on platform and use AI chat boot for doubt clearance and note making and lecture summary. We have to work more on AI driven learning. It leads to more engagement and improved ROI.

**Prepared By**  
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