Linkedin Ads Campaign For Itvedant

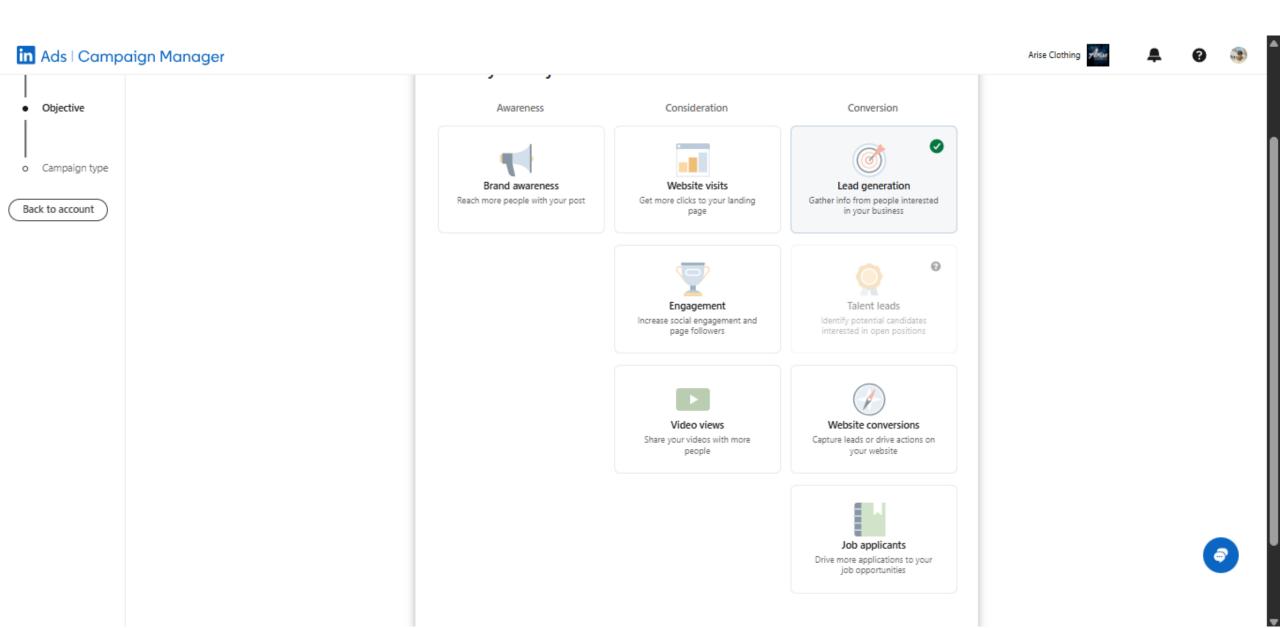
Competitor Research

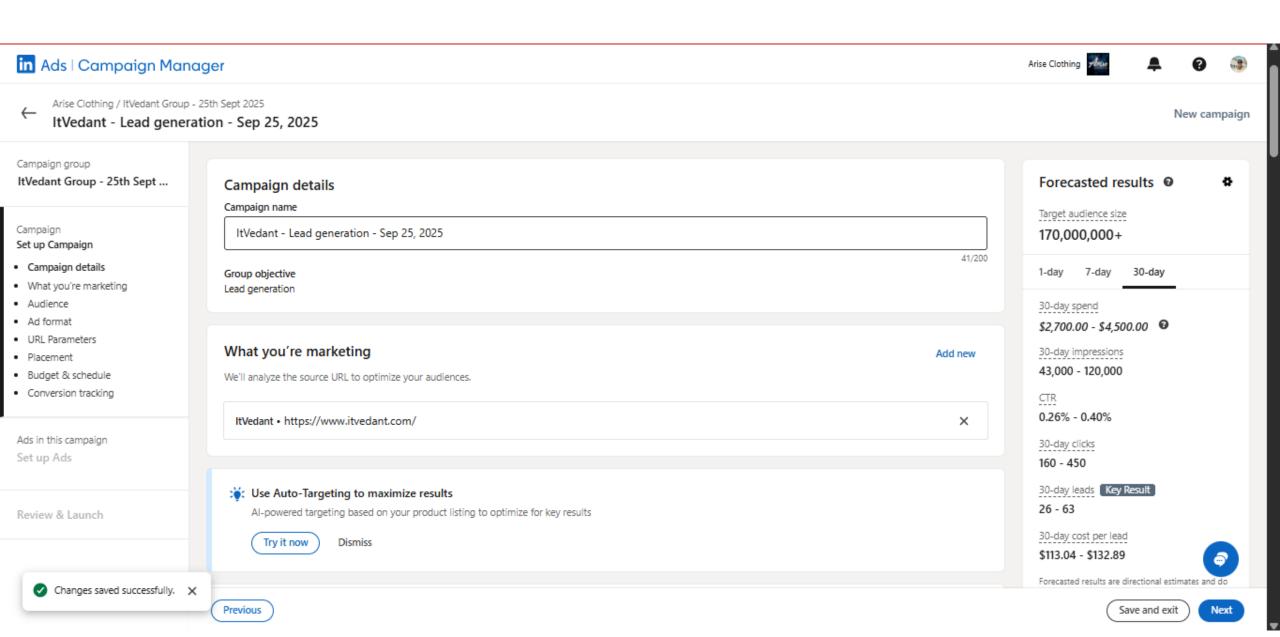
- **Simplilearn** Known for Professional Certificates & partnerships (Purdue, Meta etc.).
- **Digital Vidya** Long-standing leader focused on practical instructor-led classes and placements.
- IIDE (The Digital School) Strong brand for short-term practical programs and industry projects.

Unique Selling Points (USPs) -

- **1. Live instructor** led classes + 1:1 mentorship with industry experts (real-time doubt solving).
- **2. Hands-on learning** 8+ real-world projects (including performance marketing with a managed ad budget).
- **3. Placement assistance & interview** (resume, mock interviews, hiring partner access).
- 4. Flexible timings & lifetime access to recordings and updated modules (including Gen-Al tools).
- **5**. **Certification + portfolio-ready** deliverables (showcase for hiring/managing clients).

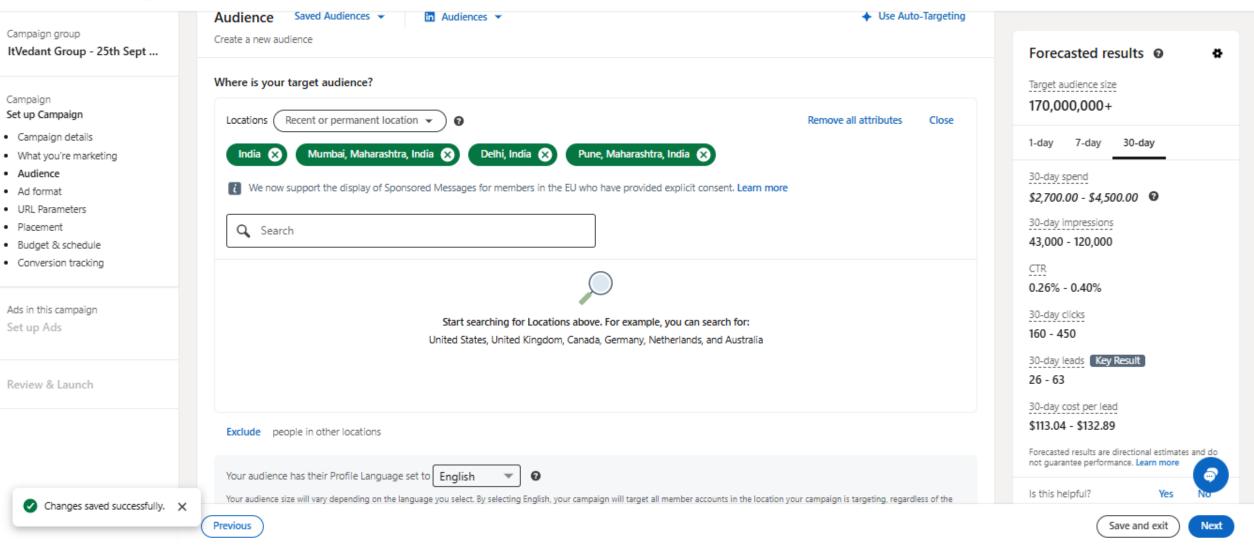
Campaign Structure





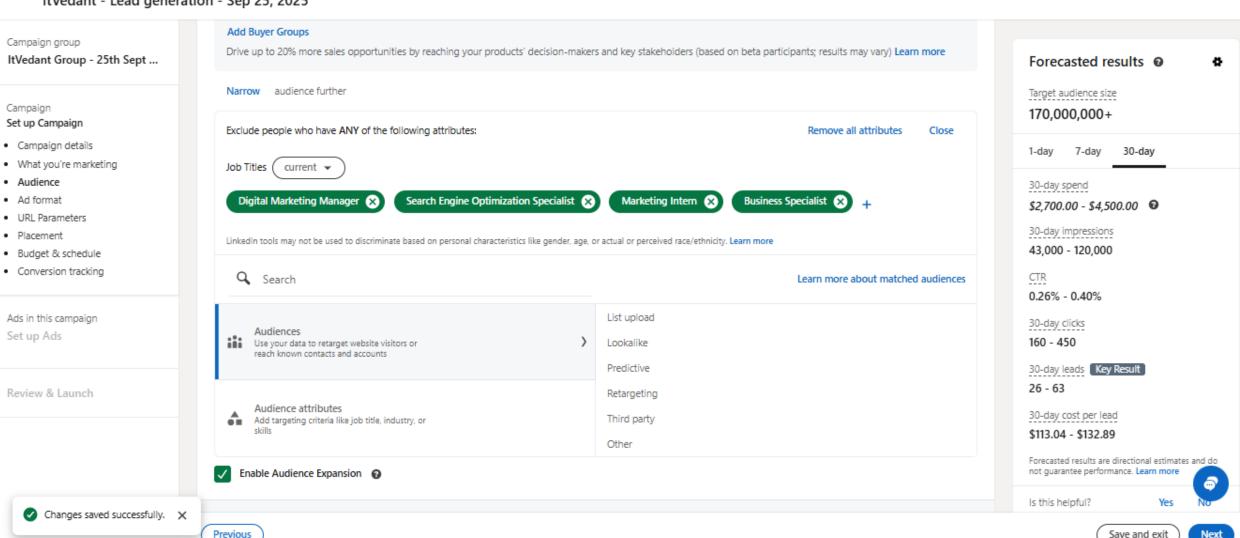
Arise Clothing / ItVedant Group - 25th Sept 2025

ItVedant - Lead generation - Sep 25, 2025



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Campaign group

ItVedant Group - 25th Sept ...

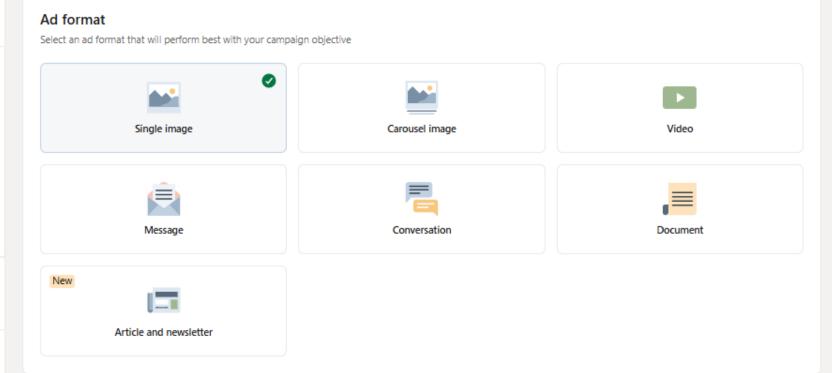
Campaign

Set up Campaign

- · Campaign details
- · What you're marketing
- Audience
- Ad format
- URL Parameters
- Placement
- Budget & schedule
- Conversion tracking

Ads in this campaign Set up Ads

Review & Launch



URL tracking parameters (optional)

Dynamic URL tracking parameters track the performance of your campaign and creatives. Parameters will apply to all creatives in your campaign. The full URL parameter will be a combination of account level, campaign level, and creative level parameters. Learn more

Forecasted results @ Target audience size 170,000,000+ 1-day 7-day 30-day 30-day spend \$2,700.00 - \$4,500.00 30-day impressions 43,000 - 120,000 CTR 0.26% - 0.40% 30-day clicks 160 - 450 30-day leads Key Result 26 - 63 30-day cost per lead \$113.04 - \$132.89 Forecasted results are directional estimates and do not guarantee performance. Learn more

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Is this helpful?

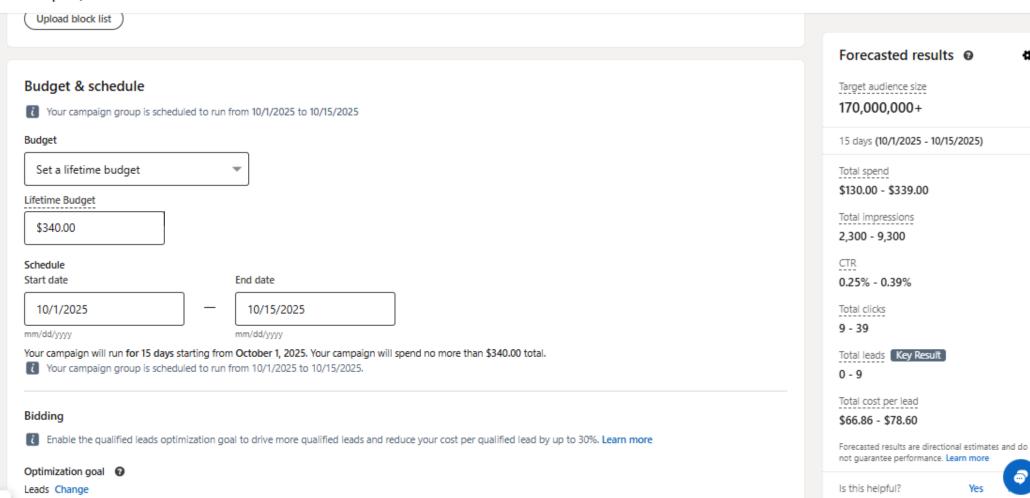


ItVedant - Lead generation - Sep 25, 2025

Campaign group ItVedant Group - 25th Sept ... Campaign Set up Campaign Campaign details · What you're marketing Audience Ad format URL Parameters Placement Budget & schedule Conversion tracking Ads in this campaign Set up Ads Review & Launch

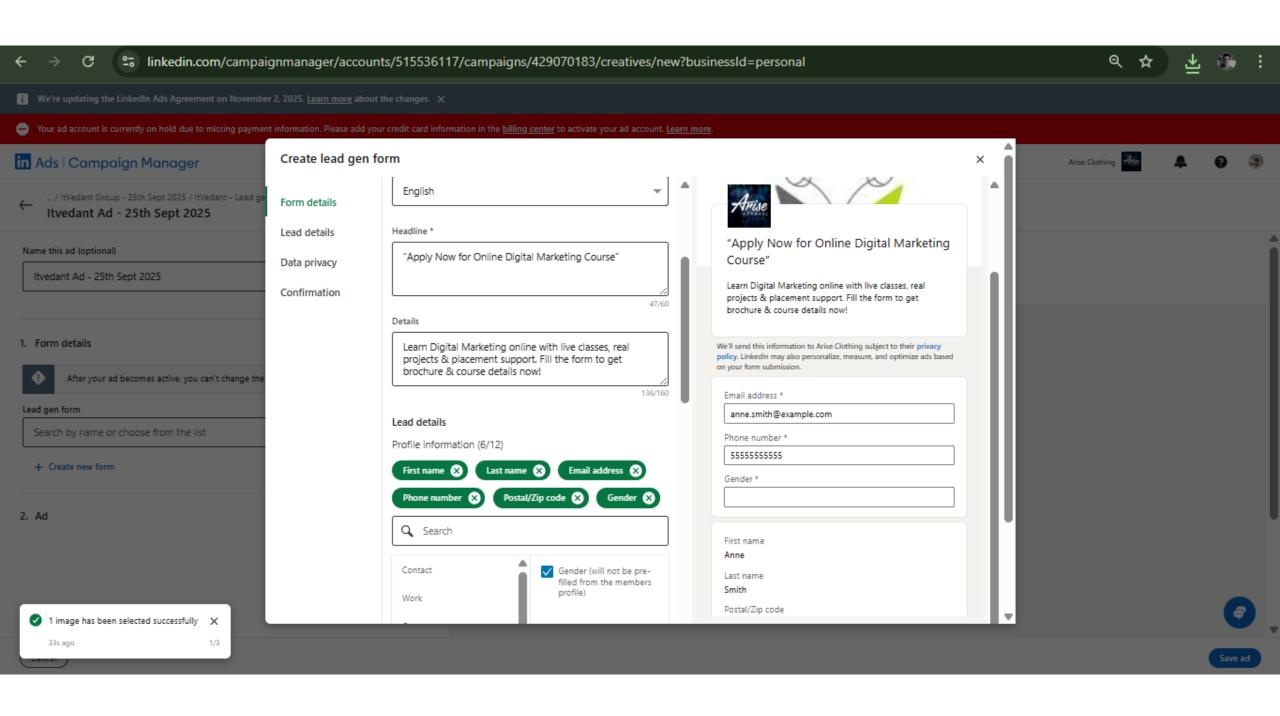
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Save and exit







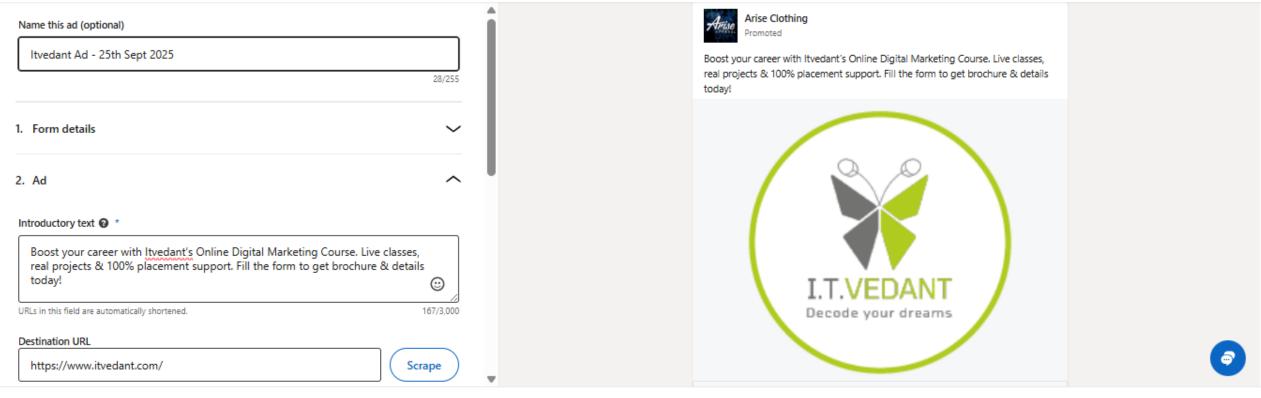




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Itvedant Ad - 25th Sept 2025



Cancel



Thank You