CODEHUB INDIA CASE STUDY

Driving a 120% Increase in Admissions
for CODE HUB INDIA– An EdTech Startup

Code Hub

DIGITAL
SUPREMACY

THE CLIENT

Founded in 2024 by Mr. Shantanu Shimpi, Code Hub India is a trusted and affordable EdTech startup dedicated to making high-quality coding education accessible to students. The platform offers industry-relevant coding courses designed to help college students (aged 18-24) develop essential programming skills and secure better career opportunities in the tech industry.

THE OBJECTIVE

1.Increase brand awareness and position Code Hub as a trusted EdTech platform.

2.Boost qualified leads and improve the conversion rate for admissions.

3.Optimize marketing costs while maximizing ROI.

4.Create targeted campaigns to engage the 18-24 college student demographic.

CHALLENGES

1.Low Brand Awareness – Code Hub was relatively new in the market and struggled to gain visibility among college students.

2.High Competition – The EdTech space is saturated with well-established brands offering similar courses.

3.Limited Lead Generation – Previous marketing efforts were not driving enough qualified leads, resulting in low enrollment numbers.

4.Student Engagement – Convincing students of the course value and converting interest into admissions was a major challenge.

THE SOLUTION

1.Performance Marketing Strategy

Launched highly optimized paid ad campaigns on platforms like Meta (Facebook & Instagram), Google, and YouTube.

Utilized A/B testing to refine ad creatives, copies, and CTAs for better engagement.

2.Hyper-Targeted Audience Segmentation

Focused on college students aged 18-24, using interest-based and behavioral targeting.

Implemented retargeting strategies to capture students who showed interest but didn't enroll initially.

3.Engaging Video Content
Created short, engaging video ads featuring student testimonials, course previews, and success stories.
Leveraged reels and YouTube Shorts to maximize reach and engagement.

4.Landing Page Optimization
Designed a high-converting landing page with compelling CTAs, testimonials, and easy enrollment steps.
Integrated lead capture forms with automated follow-ups for better lead nurturing.

5.Strategic Offer Campaigns
Introduced limited-time discount offers and referral programs to drive urgency and word-of-mouth marketing

THE RESULT

Our hard work paid off Through our strategic performance
marketing efforts, Code Hub experienced significant
growth in admissions and engagement. The key
outcomes include

Overall
sales
120%

Increase in
Admission
70%

Cost per
result
30%

Conversion
rate
25%
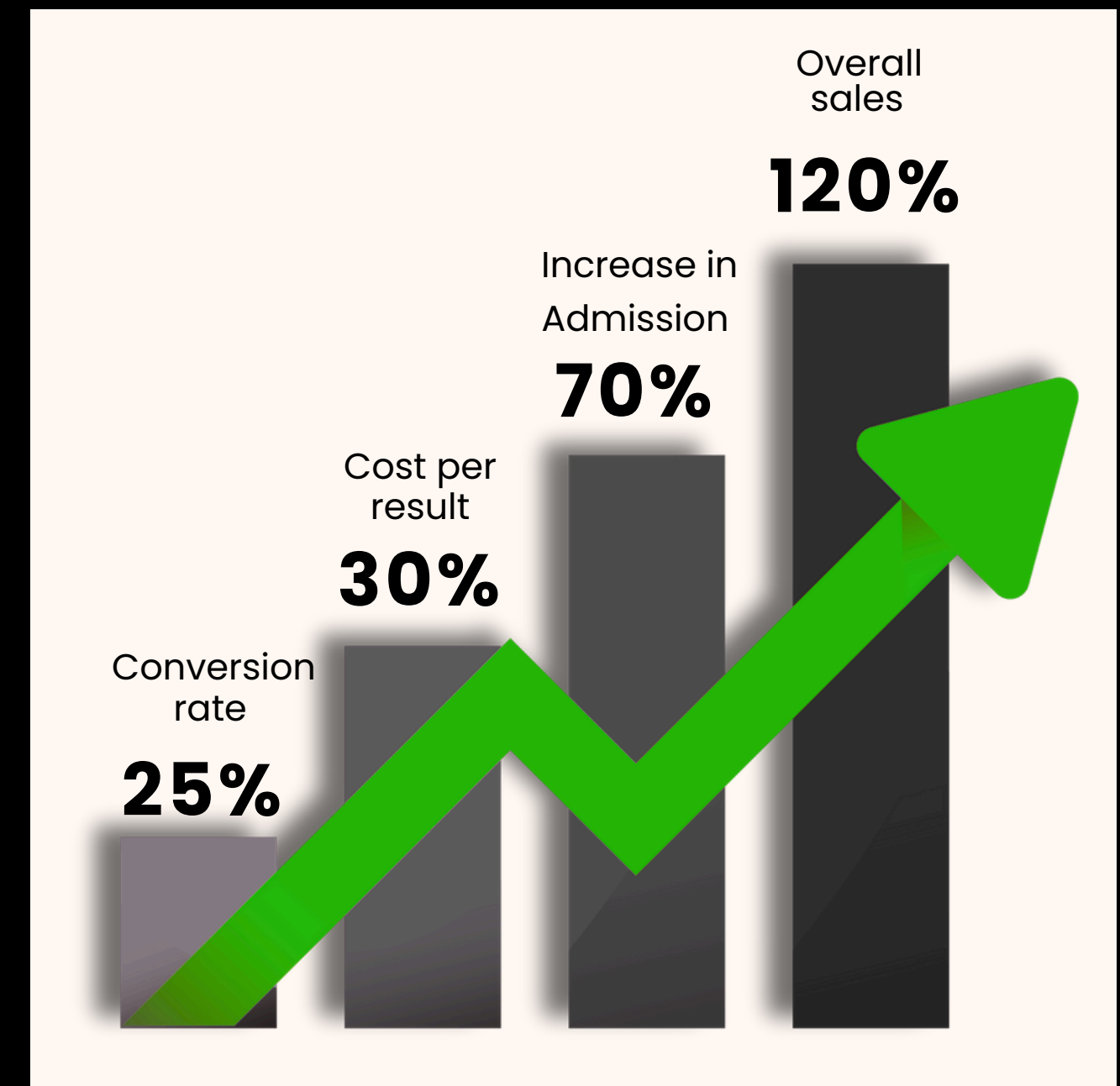
Through our strategic performance marketing efforts, Code Hub experienced significant growth in admissions and engagement. The key outcomes include: 70% Increase in Admissions: Our targeted campaigns successfully drove a surge in student enrollments.

OPTIMIZED DEMOGRAPHICS TARGETING

The 18-24 age group dominated engagement, with 62% male and 38% female participation. Cost per result: ₹27.15 (Men) and ₹30.45 (Women), ensuring efficient ad spend allocation.

HIGH ENGAGEMENT ON ADS

408 messaging conversations started at a cost of ₹19.19 per conversation, showing strong intent and lead generation. Total ad spend of ₹7,826.40 resulted in strong engagement metrics.

VIDEO PERFORMANCE INSIGHTS

24,355 video plays with an average playtime of 1 second.
Hook rate (9%) and hold rate (15.92%) provided valuable insights for future content optimization.

Our campaign effectively positioned Code Hub as a leading coding education platform, increasing both brand awareness and conversions.

SIX MONTHS PROGRESS

**INCREASE IN ADMISSION
CONVERSION RATE
OVERALL SALES**

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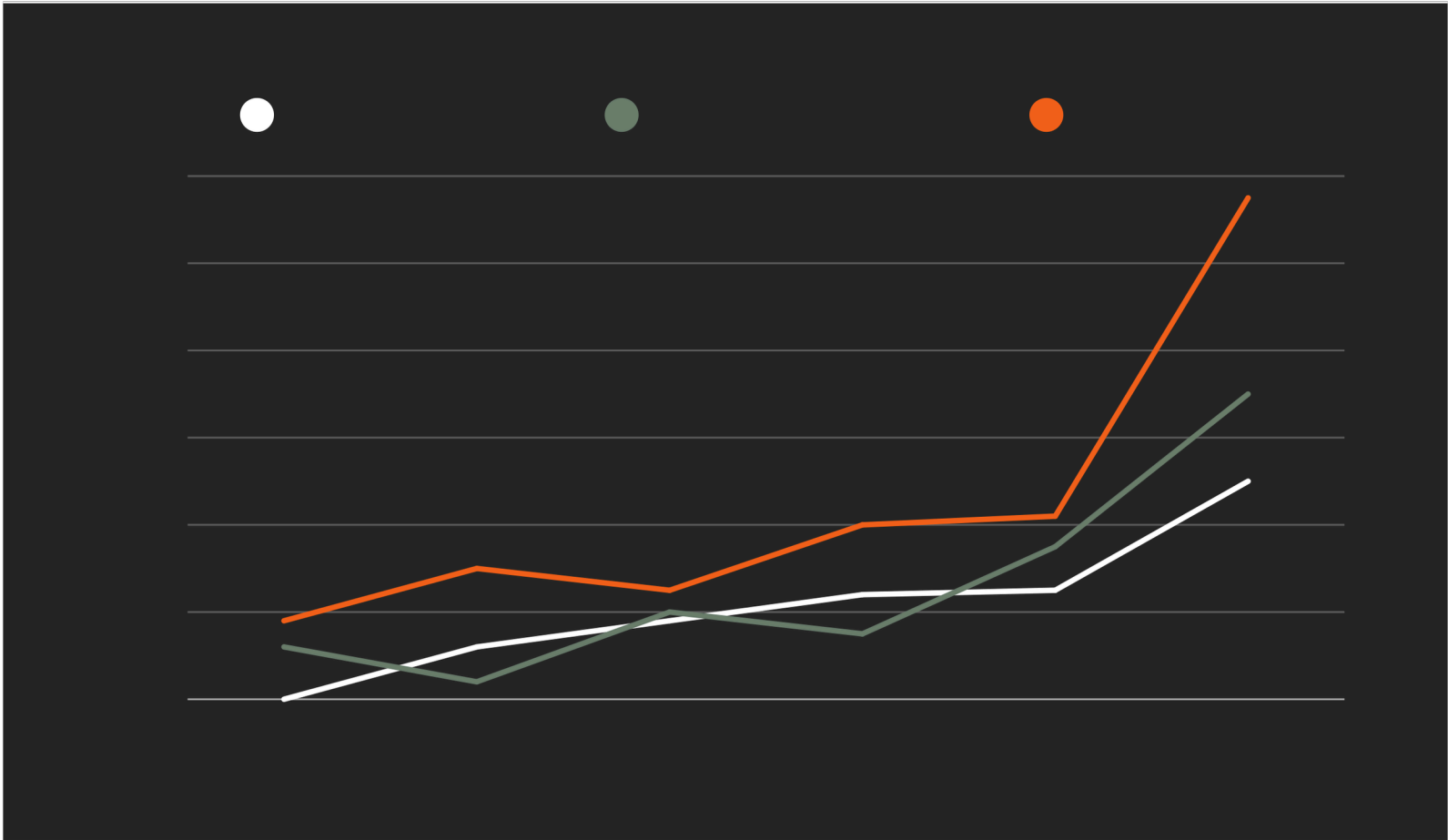
CLIENT FEEDBACK - CODE HUB INDIA

"Working with Digital Supremacy has been a game-changer for Code Hub. Their performance marketing strategies helped us achieve a 120% increase in admissions, far exceeding our expectations. The team's ability to target the right audience (18-24 age group) and optimize ad spend ensured maximum ROI. From lead generation to engagement tracking, their data-driven approach made a significant impact on our brand's visibility and student enrollments. We highly recommend them to any startup looking for rapid and sustainable growth."

MR, SHANTANU
SHIMPI, FOUNDER
CODE HUB INDIA.

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TESTIMONIAL

"EXCEPTIONAL GROWTH PARTNER!" "DIGITAL SUPREMACY PLAYED A CRUCIAL ROLE IN HELPING US SCALE CODE HUB. THEIR TARGETED PERFORMANCE MARKETING STRATEGIES BROUGHT IN HIGH-QUALITY LEADS AND BOOSTED OUR ADMISSIONS BY 70%. THE TEAM IS DATA-DRIVEN, PROACTIVE, AND RESULTS-ORIENTED. HIGHLY RECOMMENDED!"
— SHANTANU SHIMPI, FOUNDER, CODE HUB

"BEST DECISION FOR OUR STARTUP!" "FROM VIDEO ADS TO MESSAGING CAMPAIGNS, DIGITAL SUPREMACY EXECUTED EVERYTHING PERFECTLY. THE ENGAGEMENT METRICS WERE OUTSTANDING, AND OUR BRAND PRESENCE HAS GROWN TREMENDOUSLY. LOOKING FORWARD TO MORE COLLABORATIONS!"
— OPERATIONS MANAGER, CODE HUB

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