

**The Challenge**

NIIT is a leading Global Talent Development Corporation, dedicated to IT education. They offer learning solutions to Individuals, Enterprises and Institutions across 40 countries. With the assistance of Percept Knorigin, NIIT saw an opportunity to leverage mobile advertising to drive awareness and generate leads for their schools.

**The Solution**

A campaign was developed to promote their 8th annual scholarship program. Display ads were run across a number of mobile devices. The ads linked to a landing page, which contained a simple lead gen form. InMobi's AdROI (Advertising ROI Technology) was deployed to track results post-click and continuously optimize the campaign to maintain ROI.

**The Results**

The campaign peaked with a CTR of 1.22% and saw a Click to Lead ratio of 1.45%. Vimal Pandey, from NIIT said, "The campaign generated thousand of leads and proved to be a very cost effective marketing channel for us." Bobby Paul, from Percept Knorigin adds "Set up with InMobi is quick, and their customer service is consistently great."

# National Institute of Information Technology generates thousands of leads with InMobi

<b>Objective</b>	Awareness and lead generation
<b>Target</b>	Young adults
<b>Solution</b>	Display ads and lead gen campaign
<b>Platform</b>	Feature phones
<b>Results</b>	1.45% click to lead ratio achieved



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Vimal Pandey, NIIT