

iCode Technovation Hub & Wibits Digital:

Empowering Futures Through
Targeted Ads

CASE STUDY 

A case study showcasing Wibits Digital's Meta Ads management for iCode Technovation Hub, highlighting successful campaigns for a Women's Day webinar and ongoing lead generation for a Full Stack Development course.



Client

iCode Technovation Hub



Agency

Wibits Digital



Key Successes

Successful Webinar &
Course Leads

The Challenge

iCode Technovation Hub aimed to expand its reach for specialized educational programs, requiring precise Meta Ads campaigns to connect with distinct audiences for a Women's Day webinar and a Full Stack Development course.

Client Background

iCode Technovation Hub is a dynamic education provider focused on empowering individuals with cutting-edge technological skills. They sought to leverage Meta Ads to promote specific initiatives, including a Women's Day webinar and their flagship Full Stack Development course.

The Core Objectives

The initial objective was to drive high attendance for a Women's Day webinar titled "Breaking Myths and Unlocking Career Opportunities," targeting students, working women, and women on career breaks. Following its success, the focus shifted to generating qualified leads for their comprehensive Full Stack Development course, requiring distinct targeting and messaging strategies.



Our Strategic Approach

Wibits Digital crafted tailored Meta Ads strategies for each initiative, ensuring precise targeting and compelling messaging to achieve iCode Technovation Hub's diverse goals.

1. Women's Day Webinar Strategy

Targeting: Focused on female demographics including university students, working professionals (especially in non-tech roles), and women with career gaps, using interest-based targeting (e.g., career development, empowerment, women's rights, online learning).

Creative & Messaging: Developed uplifting video and image ads featuring successful women in tech, testimonials, and direct calls to action to register. Messaging emphasized "Breaking Myths," "Unlocking Potential," and "Reigniting Your Career."

Campaign Objective: Primarily "Conversions" (for registrations) and "Reach" to maximize visibility among the target audience.

2. Full Stack Development Course Strategy

Targeting: Broadened to include individuals interested in software development, coding, IT careers, career transitions, and professional upskilling. Utilized lookalike audiences based on webinar registrants and website visitors.

Lead Magnets: Promoted free introductory workshops, downloadable course syllabi, and "career path guides" as lead magnets to capture high-intent prospects.

Conversion Focus: Optimized for "Lead Generation" (Meta Lead Forms) and "Conversions" (website form submissions), with clear value propositions and testimonials from successful alumni.

3. General Approach & Optimization

Continuous A/B Testing: Rigorously tested ad creatives, headlines, and calls-to-action across both campaigns to identify best performers.

Dynamic Budget Allocation: Optimized budget distribution based on real-time performance, shifting spend to campaigns and ad sets delivering the best results.

Performance Monitoring: Daily analysis of KPIs, including impressions, reach, CTR, CPC, CPL, and conversion rates, to ensure campaigns remained on track and efficient.



Key Achievements

Wibits Digital's Meta Ads campaigns delivered impressive results for iCode Technovation Hub, particularly for the Women's Day webinar and the ongoing Full Stack Development course lead generation.

1000+

Webinar
Registrations

4.2x

Overall ROAS
(Projected)

400+

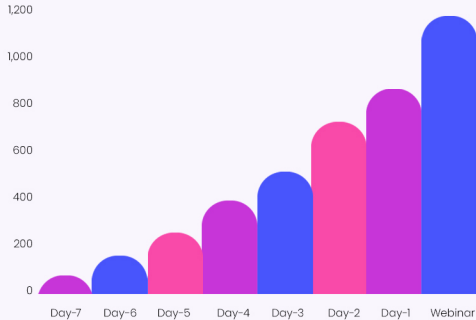
Course Leads
Generated



Campaign Performance Overview

Metric	Women's Day Webinar	Full Stack Course Strategy
Total Registrations/Leads	1,050	410
Reach	350,000	380,000
Impressions	1,000,000	1,100,000
Cost Per Registration/Lead	INR 160.00	INR 850.00
Attendance Rate (Webinar)	68%	N/A
Lead-to-Enrollment Rate (Course)	N/A	12% (Projected)

Webinar Registrations



Daily registration trend leading up to the Women's Day webinar.

Full Stack Course CPL Trend (INR)



Optimization efforts driving down the cost per lead for the course.

Effective Lead Generation Tactics

Specific, real-time tactics were deployed to maximize engagement and capture high-quality leads for both the webinar and the course.



Student-Focused Engagement

Targeted university groups and educational interests for the webinar, using direct messaging about career readiness.



Working Women Appeals

Ads for working women highlighted skill enhancement and career progression, offering the webinar as a stepping stone.



Career Break Re-entry

Messaging for women on career breaks focused on reskilling and confidence-building, making the webinar a welcoming opportunity.



Free Intro Workshops

Offered complimentary coding workshops as a lead magnet for the Full Stack course, attracting genuinely interested prospects.



Alumni Testimonials

Featured success stories from past students in course ads, building trust and demonstrating tangible career outcomes.



Career Growth Focus

Ads for the course emphasized high-demand skills and lucrative career opportunities in the tech industry.

Conclusion & Future Outlook

The collaboration between iCode Technovation Hub and Wibits Digital has successfully demonstrated the power of targeted Meta Ads in achieving specific educational outreach goals. The Women's Day webinar exceeded expectations, laying a strong foundation for future engagement.

The ongoing Full Stack Development course campaign continues to generate high-quality leads, proving the effectiveness of our adaptive strategies. As the project progresses, Wibits Digital remains committed to optimizing performance, exploring new growth opportunities, and further solidifying iCode Technovation Hub's position as a leader in tech education.



THANK YOU

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