DON'T TELL ANYONE!

BACKGROUND

PDP University was entering a critical phase of student recruitment. But in a noisy market full of flashy ads, traditional channels were overcrowded and overpriced. PDP University didn't need louder messaging – it needed smarter reach.

PROBLEM

Meta and Google were too loud – and too expensive. Students had learned to scroll past anything that looked like an ad. PDP University needed a way to reach them where they still paid attention. A channel they trusted. A message they'd actually believe.

IDEA

The message opened with one line "Don't tell anyone!" Then came the hook "Entrance exam questions have been leaked. PDP University's X-variant questions are now in this channel. Tap to see them before they're gone."

Delivered via Telegram Ads on over 100 Telegram channels with the help of the AdHand service, this ad bypassed skepticism and triggered instant clicks.

Each click redirected prospective students to a dedicated Telegram channel, where they were regularly warmed up with sample exam questions until the day of the online exam.
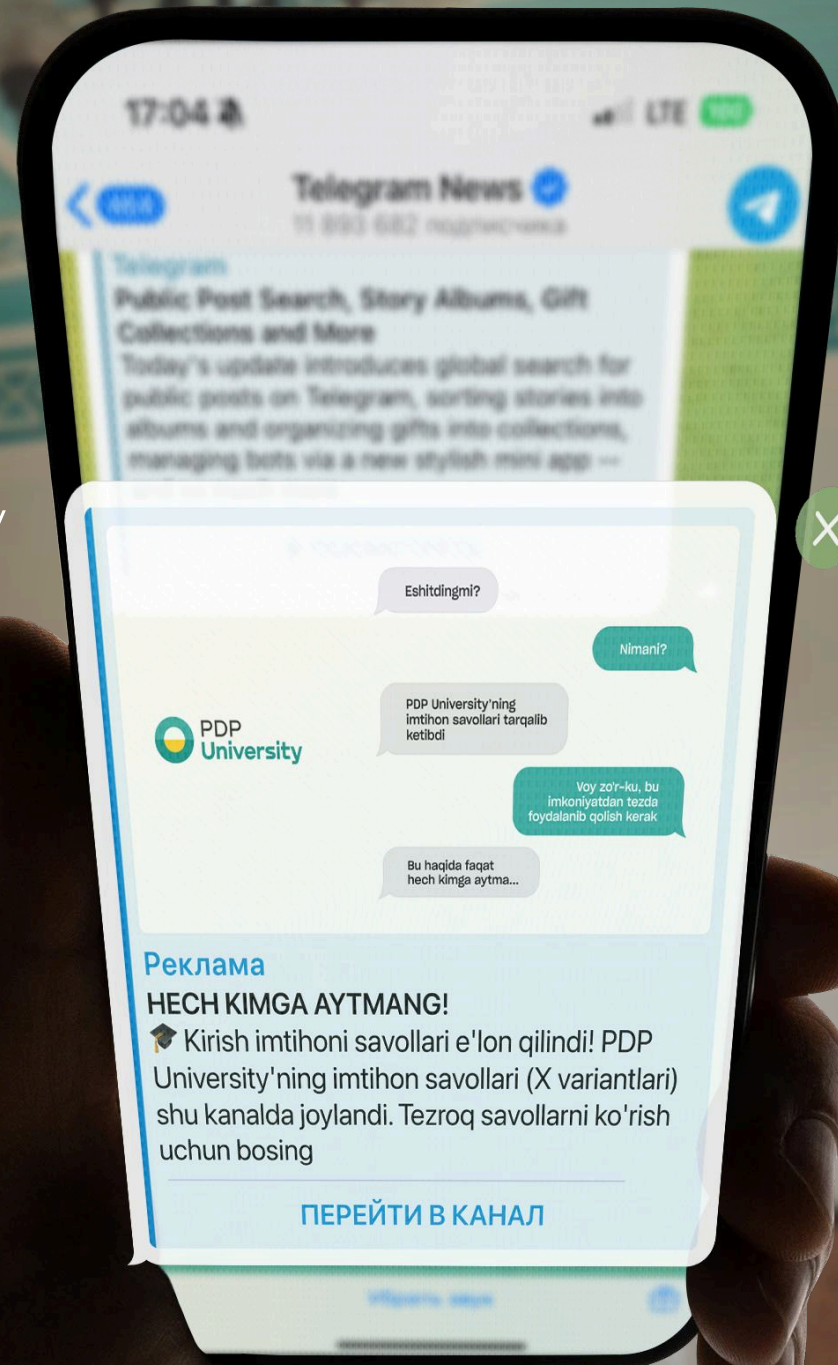
RESULTS

18M
views on Telegram

232,000
users click through

12,613
subscribed users

1,646
registered for exam

€0.43
per lead

1,129
completed the exam

€0.63
per qualified applicant

68.6%
conversion rate

THE FINAL ROAS?

A stunning €66 for every €1 spent or 6,643% return.

According to data provided by AdHand via Telegram Ads.

marketing.uz

"How an insider move in Telegram Ads blew up PDP University's funnel!"

AdHand

"18 000 000 impressions – that's no joke!"

PDP University