MANIPAL UNIVERSITY
DUBAI CAMPUS

CASE STUDY

Lead Generation Campaigns

Wisoft

IDEAS THAT INSPIRE

10 YEARS ANNIVERSARY
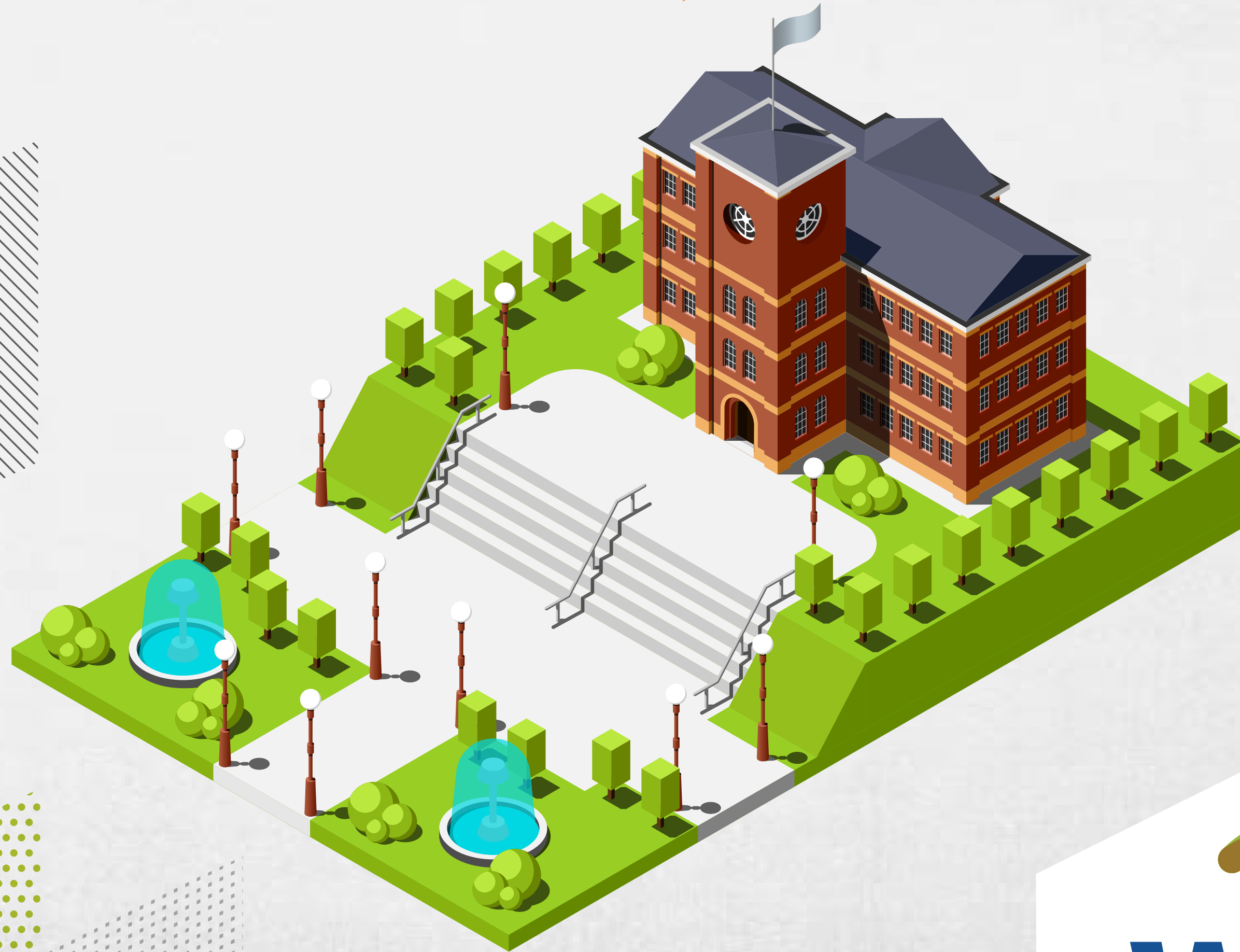
ABOUT THE CLIENT

Manipal Academy of Higher Education, Dubai is a branch campus of Manipal Academy of Higher Education, India, the largest private university in the country enrolling over 25,000 students across 23 disciplines.

Manipal Academy of Higher Education established its presence in Dubai, UAE in the year 2000. At present, Manipal Academy of Higher Education, Dubai enrolls over 1,500 students from 26 nations across the globe and is an Indian multi-disciplinary university in the region.

THE ASK:

Create awareness about data science program offered by Manipal.

Generate more interest and get leads of students interested in the course.

OUR SOLUTION:

Used a combination of Social Media & Offline Activity. Inviting Students to participate in Data Science Meetup where a scholar presented benefits of Data Science Course.

CAMPAIGN SUMMARY:

- **Number of Events: 2**
- **Total Impressions – 220,477**
- **Total Leads – 235**
- **Total Event Turn Up – 45**
- **Total People Signed up for the course: 12**

#MAHEDubai

Evening Program | Weekend Program

Wisoft

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Let's Talk

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10 ANNIVERSARY YEARS