

# Udemy Increases Revenue and Drives New Student Enrollment with Kenshoo Social



**50%**  
increase in  
Revenue

## BACKGROUND

Udemy is an online education marketplace with over 10 million students enrolled in more than 40,000 courses. Udemy leverages Facebook as a crucial part of its social acquisition strategy and recently has also extended its program into Instagram placements.

## CHALLENGE

### MAXIMIZE REVENUE AND DRIVE ENROLLMENT

Udemy sought to increase its reach by finding people interested in learning about a specific topic, showing them the most relevant and high quality courses available, and encouraging enrollment. If successful with acquisition, Udemy hoped to also focus on re-engagement strategies for continued education, thus increasing the brand's lifetime value (LTV) and value as an education and learning platform. The team's ultimate goal was to maximize revenue and drive enrollment of new students while still hitting an efficiency ROI metric.

## SOLUTION

The team leveraged Kenshoo to efficiently scale and optimize its campaigns across channels and within social to hit its targets. More specifically, the campaign creation tools helped the team to seamlessly create new campaigns, ad sets, and ads, while adding rules-based actions enabled them to schedule and adjust bid changes in bulk for quick automated optimization.

## RESULTS

Since onboarding with Kenshoo, Udemy has seen a 50% growth in revenue when comparing the second half of 2015 (Q3 and Q4) to the first half (Q1 and Q2) of the year. In Q4, Udemy reached a new milestone with the revenue it was able to generate on a single day (Black Friday). While revenue has grown, Udemy has also been able to easily scale its investment in Facebook advertising.