

META ADS

EDTECH

REGIONAL MARKETING

TIER 2 & TIER 3 INDIA

Winning Bharat's parents in their own language: 39% lower cost per enrollment with regional-language ads

How rebuilding ODA's Meta Ads in Hindi, Marathi, Gujarati and Kannada, around how regional parents decide on their child's education, opened up Tier 2 and Tier 3 markets that English ads could not reach efficiently.


Nakul Tyagi

Performance Marketer · Strategy, setup & optimisation

-39%

Cost per enrollment: ₹513 regional vs ₹836 English

1,448

Enrollments from regional-language campaigns

76%

Share of all enrollments, on 67% of total spend

4 / 4

Languages that beat the English CPA benchmark

BRAND ODA (EdTech)	PLATFORM Meta Ads (FB + IG)	OBJECTIVE Programme enrollments	TOTAL SPEND ₹11.15 lakh
LANGUAGES Hindi, Marathi, Gujarati, Kannada	MARKETS Tier 2 & Tier 3 cities in 4 language regions	STRUCTURE 14 campaigns across 4 ad accounts	TESTING DEPTH 500+ regional ad sets tested

01 · THE CHALLENGE

English ads were hitting a wall outside the metros

ODA sells live online learning programmes for school students. Its English-first Meta campaigns worked in metro audiences. Beyond the metros, in Tier 2 and Tier 3 cities, acquisition was expensive: the English campaign was running at a **₹836 cost per enrollment**.

The targeting was reaching parents, but the creative wasn't landing with them. The person paying for a child's education in these markets is the parent. Many regional parents don't think, search or decide in English, so an English ad reads as "not for us".

HYPOTHESIS

If we speak to regional parents in their mother tongue and address their real concerns, relevance goes up and cost per enrollment comes down, without cutting reach or volume.

02 · AUDIENCE INSIGHT

Selling to the parent, not the student

Before writing any creative, I mapped how a regional parent thinks before enrolling their child. Each insight became a creative lever that appeared in every language.

INSIGHT 01
Trust is built in the mother tongue

A message in their own language feels local and sincere. It reads like advice from someone they know, not a pitch from a distant brand.

Lever → native-language headlines and copy

INSIGHT 02
Aspiration with a fear of falling behind

Parents want their child to be confident and keep pace with metro kids. They worry their child will miss out if they don't act.

Lever → outcome-led messaging about the child's growth

INSIGHT 03
Every rupee has to be justified

Education spend is a family decision. The value has to be clear enough for a parent to explain it at home.

Lever → clear benefits and what the child gains

INSIGHT 04
"Is this made for families like ours?"

Seeing their own language in the feed is the quickest way to say this programme is for them too, not only for city families.

Lever → regional identity in visuals and language

03 · CAMPAIGN ARCHITECTURE

One language, one market, one campaign

I gave each language its own campaign and geo-targeted it to the matching state. That way budget, creative and performance could be read and optimised separately for each market. The existing English campaign kept running in parallel as the control.

STEP 1
Language

Pick the language parents use at home

STEP 2
State geo-targeting

Target the matching state and its Tier 2 and Tier 3 cities

STEP 3
Dedicated campaign

Separate budget and clean reporting for each language

STEP 4
Ad-set testing

500+ ad sets testing audiences and creatives

STEP 5
Scale & refresh

Move budget to winners and refresh fatigued creatives

Hindi

Hindi-speaking states

Marathi

Maharashtra

Gujarati

Gujarat

Kannada

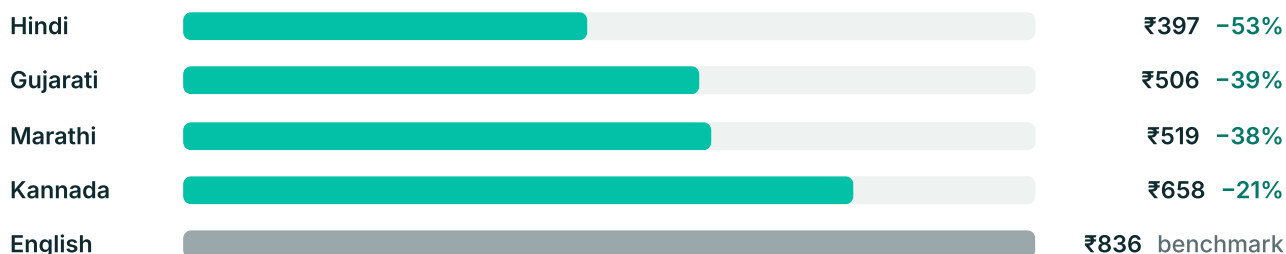
Karnataka

04 · RESULTS

Every regional language beat the English benchmark

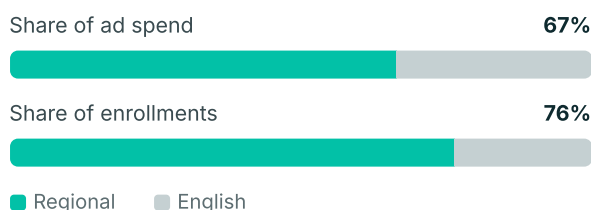
Cost per enrollment (CPA) by language

Shorter bar = more efficient · % vs English



Language	Enrollments	Ad spend	CPA	vs English
Hindi	322	₹1,27,730	₹397	-53%
Marathi	426	₹2,21,190	₹519	-38%
Gujarati	441	₹2,23,191	₹506	-39%
Kannada	259	₹1,70,526	₹658	-21%
All regional	1,448	₹7,42,636	₹513	-39%
English (benchmark)	446	₹3,72,711	₹836	—
Total	1,894	₹11,15,347	₹589	—

Regional did more with less



Same budget, more students

At the English CPA of ₹836, the ₹7.43 lakh regional budget would have bought about **889 enrollments**. Regional delivered **1,448**, about **560 more enrollments (+63%)** for the same spend.

₹397

Hindi was the top performer with the lowest CPA, 53% below English.

441

Gujarati had the most volume of any regional language, on par with English, at 39% lower CPA.

₹982 → ₹665

The Kannada creative refresh cut CPA by 32% between creative versions.

05 · OPTIMISATION PLAYBOOK

How the account was run day to day

- **Native creatives, not translations.** Copy was written in each language, so idioms and tone felt local.
- **Kill fast, scale steadily.** Ad sets above the target CPA were paused, and budget moved to the efficient ones.
- **Parallel accounts.** Spreading campaigns across 4 ad accounts kept delivery stable and testing clean.
- **Optimised for enrollments.** Campaigns were optimised for enrollments, with CPA as the north-star metric, not clicks or leads.
- **Creative refresh cycle.** I relaunched creatives with the new brand identity once performance started to fade.
- **English as the control.** Every language was judged against the same English CPA benchmark.

06 · KEY LEARNINGS

Language is a targeting lever

The same product and budget converted far better when the ad spoke the parent's language.

Market to the decision-maker

In school EdTech, the parent decides and pays. Their psychology, not the student's, should drive the creative.

Separate structure, clearer decisions

One campaign per language made it obvious where to scale and where to refresh creative.

Creative fatigue is a CPA problem

Refreshing creatives on time was as important as bids and budgets.

Next steps: scaling the playbook

- **Put more budget into Hindi**, the most efficient market at ₹397 CPA, while keeping CPA within target.
- **Localise the whole funnel:** landing pages, forms and follow-up in the same language as the ad.
- **Keep iterating on Kannada creatives** to close the remaining gap with the other regional languages.
- **Take the playbook to new markets** such as Tamil, Telugu and Bengali.

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