



Case Study

Industry

Education

Challenge

Increased demand

Solution

Pay-per-click campaign



+500

Applicants



\$4.00

Average CPA



1 mo

Duration

In response to increased demand for tutoring services to support distance and hybrid learning during the pandemic, Superprof relied on Getwork, with our past experiences and success, to elevate the visibility of their positions. Getwork ran a nation-wide pay-per-click advertising campaign highlighting Superprof's available positions.

Getwork delivered more than 500 applications in less than one month, at a cost of only \$4 each, well exceeding SuperProf's goal of \$6 per application.

getwork