



Case Study: TheAudiolearning

₹1Cr+ Revenue Generated Using Performance Marketing for a Medical Coding Program

Client: TheAudioLearning

Industry: Healthcare Education / Medical Coding Training

Program: CPC Medical Coding Certification with Placement Assistance

TheAudioLearning is a healthcare education platform offering medical coding programs with placement support. The objective was to build a scalable digital acquisition system that could consistently generate qualified leads, webinar registrations, and course enrollments.

The campaign combined webinar funnel strategy with direct conversion campaigns for warm audiences.

Campaign Performance (120 Days)

Metric	Value
Ad Spend	₹18.6L
Total Impressions	12.4M
Total Clicks	186,000
Average CPC	₹10
CTR	4.1%
Leads Generated	15,000+
Cost Per Lead	₹126
Qualified Leads	5,800+
Admissions	780+
Revenue Generated	₹1.02Cr+
Revenue Pipeline	₹2.4Cr+
ROAS	5.5X

Campaign Creatives, Funnel & Proof Screenshots



Offer Valid till 20th February

Still thinking?

ONLY MEDICAL CODING COURSE WITH PLACEMENT GUARANTEE!



- Live Pre-Recorded Session
- Books & Study Materials
- Course Completion E-Certificate
- Batch by **Aparajita Sudarshan**



NEW BATCH

21st February 2026

You asked and we did it!



~~₹14,999~~
₹11,999
+

 CVolve Pro

**ONLY MEDICAL CODING COURSE WITH
PLACEMENT GUARANTEE!**



Aparajita Sudarsha
18 Years Experience

**NEW
BATCH**

21st February 2026



www.theaudiolearning.com

Offer Valid till 20th February

CAREER RESTART? IT'S NEVER TOO LATE!



- Joining e-Certificate
- **100% Placement Guarantee!**
- NO AGE BARRIER

**SUNDAY
22ND FEBRUARY 2026
3:00 PM**



APARAJITA SUDARSHAN
(18 YEARS EXPERIENCE)

Off / On ↑↓	Campaign ↑↓	tribution tting	Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓
☐	Webinar_12thJan	day click or ... conversions	1,062 Leads (Form)	131,225	2.16	₹11.40 Per Lead (Form)
☐	Webinar-20th Dec	day click or ... conversions	263 Leads (Form)	32,504	2.60	₹41.16 Per Lead (Form)
☐	Webinar-22nd Feb	day click or ... conversions	331 Leads (Form)	47,478	2.78	₹31.44 Per Lead (Form)
☐	March-2026	day click or ... conversions	535 Leads (Form)	49,209	2.18	₹16.56 Per Lead (Form)



+91 73507 XXXXX

2 selected



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Your Webinar Seat is Confirmed!

You're all set for the Medical Coding Live Webinar with Aparajita Sudarshan (18+ Years Expert)



Sunday, 11th Jan 2026
3:00 PM

Your slot is locked for this live session on building a career in medical coding.



Joining link will be shared before the session.

Please reply to confirm your availability.

14:52



theaudiolearning



Guarantee your Dream Job as Medical Coder in 12 Weeks!

WITH APARAJITA SUDARSHAN

BEST MEDICAL
CODING BOOK
AUTHOR



18 YEARS
EXPERIENCE

SUNDAY
11TH JANUARY 2025
03:00 PM

~~₹999~~

Free



**REGISTER
TODAY**

**LAST
CHANCE**

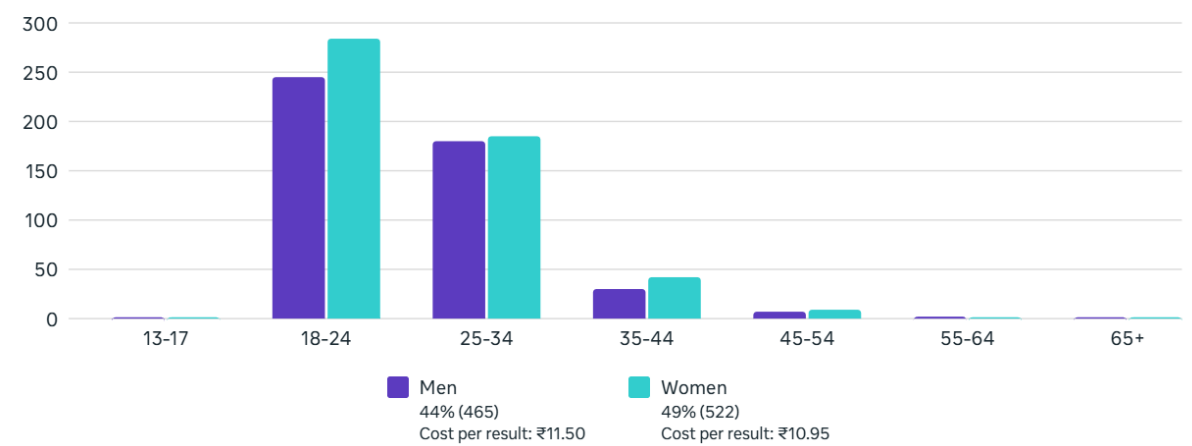


First time in India!

Age and gender distribution

All

Results



Pivot table

Ungroup breakdowns

Reset column widths

Format

Customize

Campaign name	Ad set name	Account name	Ad name	Ad Delivery	Reach	Impressions
Webinar_12th...	All	All	All		131,225	283,906
	Audience2	All	All		114,697	213,385
	Audience1	All	All		38,490	70,521
Webinar-20th ...	All	All	All		33,180	84,514
	Above 30	All	All		27,180	68,621
	Below 30	All	All		7,705	15,893
Webinar-22nd ...	All	All	All		48,940	131,915
	All for Feb	All	All		48,940	131,915
Total results					4,899,770	7,376,105
50 rows displayed (r					Accounts Center accounts	Total



Theaudiolearning

Did you attend the webinar?

Yes

☐

No

☐

What is your preferred language of communication?

English

☐

Hindi

☐

Other

☐



Are you from Science background?

Yes

☐

No

☐

How soon do you want to enroll in the course? (Discount & Availability)

Right away (Need best discount)

☐

This week

☐

This month

☐

Just exploring

☐

Contact information

Please provide your details.

Full name

Enter your answer.

Phone number

Enter your answer.

The audio learning may contact you to follow up.

State (Optional)

Enter your answer.

Job title

Enter your answer.



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Thanks, you're all set.

You can visit our website or exit the form now.

 You successfully submitted your responses.

Intake leads: 4480 ⓘ

Conver

Intake ⓘ

790

...

UM

Urvi mahida

⋮

Paid

Complete form

JD

j debnath

⋮

Paid

Complete form

RG

Ruchi Gupta Jaiswal ⓘ

Paid

Complete form

SK

Shweta Kamale

⋮

Paid

Complete form

Did you attend the webinar?

Yes

What is your preferred language of communication?

Hindi

Are you from Science background?

Yes

How soon do you want to enroll in the course? (Discount & Availability)

This week

Full name

Urvi mahida

Phone number

+91957432XXXX

State

Gujrat

Job title

Doctor



Label chat



Block

Theaudiolearning

Age is just a number, and some people don't understand this. #medicalcoding #theaudiolearning
#aparajitasudarshan
instagram.com

Hello! I filled in your form and would like to know more about your business.

are_you_a_science_graduate?: Yes
why_do_you_want_to_join_the_webinar?: To get a Job in 12 Weeks!
full_name: Nisha Vaniya
whatsapp_number: **+918320990067**
email: drnishavaniya@gmail.com
state: Jamnagar
job_title: _medical officer

10:28

Anurag Sharma



2 selected



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