

British Council

Education

[Visit our website](#)



Search Ads

Boosting IELTS demand in Canada through smarter Search, refined targeting, and AI-driven campaign optimization.

The goal

The [British Council](#) is the UK's international organization for cultural relations and educational opportunities, trusted globally. IELTS, is a flagship exam, widely accepted for immigration and academic purposes in Canada by IRCC, Immigration Québec, and over 900 organizations. To drive digital registrations, the British Council partnered with Microsoft Advertising and Aleph to promote IELTS in Canada and reach new audiences beyond traditional media.

The solution

Through close collaboration with the British Council's agency, Universal McCann, and Aleph, the team launched a 12-month Search campaign. Microsoft Advertising's extensive audience network enabled precise targeting of IELTS seekers across Canadian cities.

The campaign leveraged advanced audience segmentation, conversion optimization, and refined keyword strategies with bid adjustments by device, location, and demographics.

"A diverse audience calls for an equally dynamic media mix. Being present across different ecosystems isn't optional, it's what drives real growth. When you embrace that diversity, you reach new audiences, expand touchpoints, and optimize performance.

That's why we brought Microsoft Advertising into the mix to expand our presence, unlock incremental reach, and truly move the business forward."

Juana González
Senior Marketing Manager Exams
Canada
British Council

The results

55%

reduction in acquisition costs in H1 2025 vs. H2 2024

110%

increase in gross revenue

26%

conversion rate — the highest among all digital platforms

105x

ROAS driven by targeted audience segmentation and keyword optimization



Ready to get started with us?

Learn more here: [Sign up — Microsoft Advertising](#)