



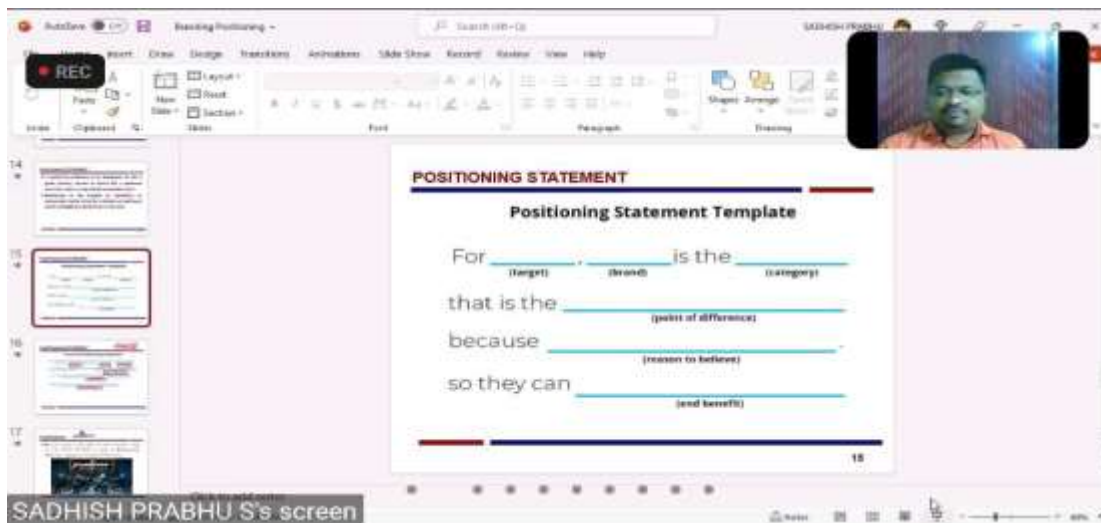
Army Institute of Management and Technology

(NAAC Accredited; Affiliated to GGSIPU University, Delhi)



Army Institute of Management and technology had conducted a 14-week internship with Wadhvani Foundation where the children got a golden opportunity to experience an Incultated culture of entrepreneurship and where Millennials could to shape their own future. Students got an access to the AI-enabled Wadhvani Technology Platform with highly curated content, course material and certification with mentor guidance/Global mentor App and endless things. Students are also provided with Validated MVP & investor pitch endorsed by a global jury and E-certificate. We'll are thankful to Wadhvani Foundation for this lifetime Opportunity.

Some glimpse of the workshop:



REC



Cost Per Lead (CPL) Formula

Calculate how much each lead costs.

$$\text{CPL (Cost Per Lead)} = \left(\frac{\text{Total Amount Spent}}{\text{Total Attributed Leads}} \right)$$

What does it mean?

Total Amount Spent: The total amount of money used on a marketing activity (eg running an ad campaign).

Lead: The contact details of a potential customer.

Total Attributed Leads: The total number of leads that were attributed to the marketing activity. Leads are type of conversion, and so can have multiple causes (eg someone seeing an ad in two different places before going to a website and filling in a newsletter signup form). Due to this advertisers often need to attribute each lead to a cause manually.