

## Google Ads and a story of taking enjoyable Digital Learning to the Last Mile Learner

iDream Education, a social ed-tech start-up, has been using Google Ads to reach schools and foundations that may be interested in using the company's tools and tech solutions for education



**Gurgaon, Jan 28, 2019 ([Issuewire.com](http://Issuewire.com)) - [iDream Education](http://iDream Education)** is a social ed-tech organisation with a vision to take life-shaping and skill-based enjoyable digital learning to every last mile learner in the country.

TabLab, the flagship solution of the company offers [educational tablets for schools](#) stacked in a [storage and a charging rack](#) and pre-loaded with multiple categories of content in a local language and aligned with the state board curriculum.

One of the biggest challenges for a social ed-tech organisation is to build a distribution model that allows it to reach the last mile user at the lowest cost possible. iDream Education in just over 2 years of its journey seems to have adopted a strategy that is giving them the outreach and the exposure within the social impact community and which is giving them the desired results.

And who is their best friend in this journey - Google ADs.

Puneet Goyal, one of the co-founders at iDream Education recently spoke to Exchange4Media and shared his story on how the company is leveraging the reach of Android and Google Adwords to carve a leadership position in the space of social ed-tech.

Here's a link to the complete story: <https://www.exchange4media.com/digital-news/heres-why-google-ads-is-the-perfect-outreach-solution-for-this-ed-tech-startup-94208.html>

Please do write to us with your thoughts and comments and if you wish to be a part of our journey at [share@idreameducation.org](mailto:share@idreameducation.org)



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Source : I Dream Education Pvt Ltd

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