

BOSTON-BASED UNIVERSITY



CASE STUDY



PPC

LANDING PAGE DESIGN

LANDING PAGE DEVELOPMENT

LEAD GENERATION

DRIVES APPLICATIONS AND
ENROLLMENT NUMBERS

BOSTON-BASED UNIVERSITY

DRIVES APPLICATIONS AND ENROLLMENT NUMBERS

HIGHLIGHTS

HUNDREDS
of applicants
generated

300+%
ROI

64%
increase
in applications

3X
increase
in leads

SERVICES



PPC



Landing Page
Design



Landing Page
Development



Lead
Generation

BACKGROUND

inSegment's client is a global university with a long-established culture of world engagement and a distinctive approach to education and research. inSegment has worked with the university's school for advancing education, focused mainly on Master's and Doctoral degree, for over five years. With a main campus located in Boston and four other regional campuses across the United States and Canada, the university offers roughly 400 graduate programs across multiple channels in 10 different subject areas.

THE CHALLENGE

Like many higher education institutions, the university wanted to combat declining enrollment trends by driving qualified lead traffic and meeting inflated enrollment goals. To address this challenge, inSegment knew it needed to build and implement data-driven PPC campaigns that combined demand generation tactics with integrated digital marketing strategies.

GOALS

- Increase number of leads, applications, and enrollments
- Decrease cost per lead, application, and enrollment
- Improve database quality for marketing automation campaigns
- Accelerate lead to applicant velocity
- Establish notable branded online visibility, and generate specific interest in a highly competitive landscape

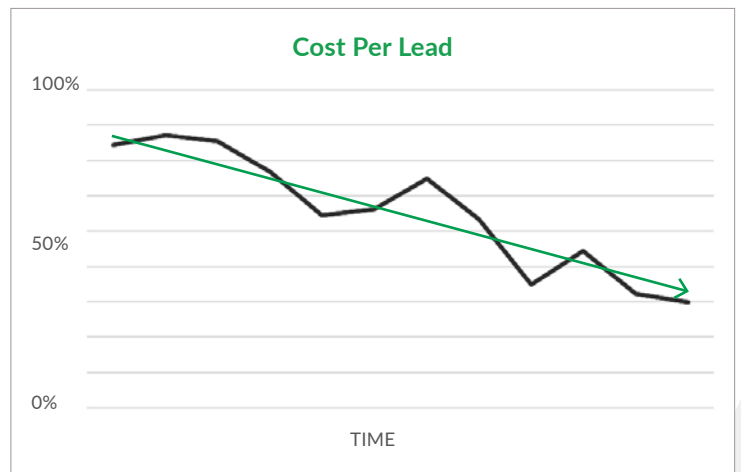
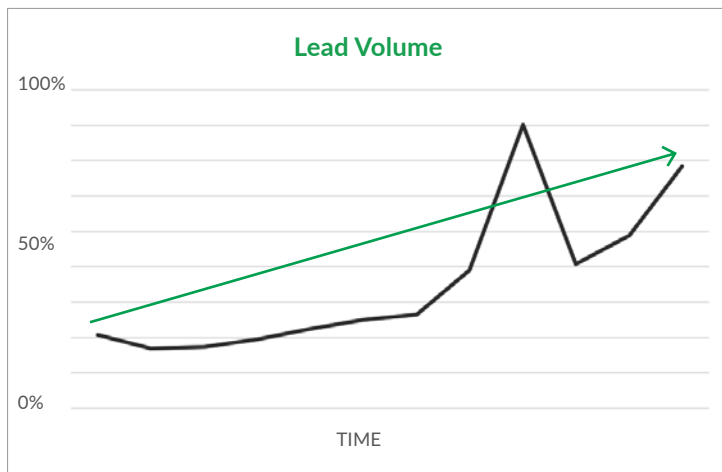
THE SOLUTION

inSegment began by creating new landing environments, designed specifically for paid search traffic. A new landing page or microsite was created for each of the degree programs supported. All landing pages were developed with a conversion mind-set, aligning content to the paid search keywords and ads, limiting unnecessary navigation, using university-specific imagery and pushing the user to submit information in return for an asset. inSegment designed all forms and pages so that they directly integrated with the client's marketing automation system, making the follow-up fast and nurturing easy.

inSegment utilized Adwords & Bing Ads for paid search, ultimately finding Adwords more effective. At least one campaign was created for each degree, containing keywords and ad copy related to the program. inSegment used several optimization strategies including, but not limited to, bid testing, ad copy analysis, negative keywords, and quality score optimization. Depending on the program, inSegment ran parallel display and retargeting campaigns using the Google Display Network.

THE RESULTS

Our multi-faceted program accomplished improved applicant volume and lead quality all while decreasing the cost-per-lead. As a result, we are still producing campaigns and generating leads for the university with a larger budget than ever before.



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