



Increased Online Enrollments, Improved Brand Visibility, and a New Model for Campus Programs

CloudControlMedia unseated an existing agency to deliver online enrollments that beat the university's aggressive YoY term goals.

Problem

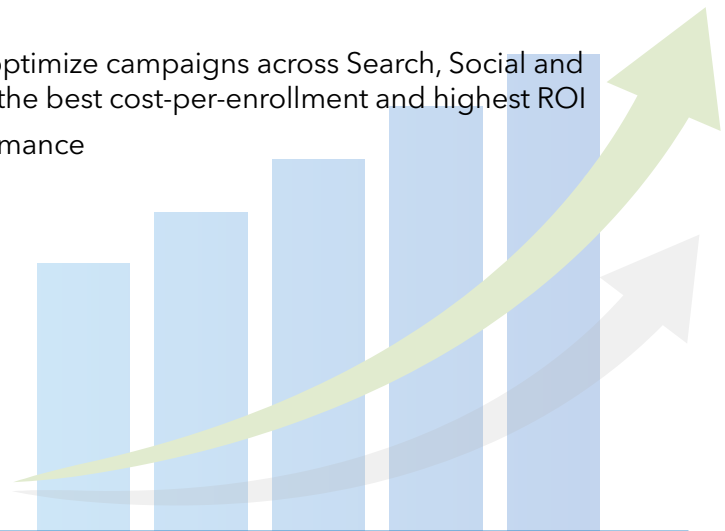
- Current agency unable to hit enrollment goals
- Directive to quickly grow fall term enrollments by 30%

Solution

- Restructure digital campaigns, allocations, and landing page experiences
- Launch brand awareness campaign on OTT, digital radio/podcasts, and broadcast radio to raise awareness in university geo and surrounding DMAs
- Leverage the CloudControlMedia Platform to continually optimize campaigns across Search, Social and Pay-Per-Lead channels, shifting budget to campaigns with the best cost-per-enrollment and highest ROI
- Test, optimize, and update landing pages based on performance

Results: Surpassed Enrollment Goals

- 43% YoY enrollment increase in fall 1
- 64% YoY enrollment increase in fall 2
- 122% increase in site traffic from targeted DMAs
- New cross-promotion of online and on-campus programs



Contact CloudControlMedia
to improve your digital marketing performance