

Expand Enrollments Without Expanding Your Budget

Client: Nonprofit university with online programs

Challenge: Grow enrollments by 10% using the same budget



CloudControlMedia Exceeded Client Enrollment Goals

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

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Challenge

Poor lead quality and increased lead-to-enroll rates were creating a disheartened Admissions team with an uphill battle. Then, they were given an immediate directive to grow enrollments by at least 10% with no additional marketing budget. Yikes!

Solution

The CloudControlMedia team was called in to replace the existing agency. Leveraging our proprietary technology, we worked our analytical magic to unearth underperforming campaigns and wasted spend across Search, Social and Pay-Per-Lead channels. We shifted budget and began further optimizations while also scoring leads for the Admissions team so they could focus on the highest quality.

Results: Surpassed Enrollment Goals

- 26% YoY increase in fall enrollments
- 30% YoY increase in spring enrollments
- Proved value of marketing so freeze was lifted and university increased budget by 24%