

Case Study #2

Community College: Spring 2020 Enrollment Campaign
These results reflect the time period of Dec. 23 - Jan. 21.

Campaign Details

Targeting a list of 3,377 students prequalified for financial assistance, ads placed on their social media pages, and the social media pages of other individuals in the area, personalized and direct mailed postcards, placed ads in Informed Delivery emails, launched landing page, created and launched 4 online/social media ads, followed website visitors around the web with Google® and social media retargeting ads, tracked phone calls and SMS opt-ins, created all in one dashboard for real-time viewing of interactions and impressions.



OVERALL PROJECTION

30 student enrollments

\$66,000 revenue

PROJECTED ROI

\$62,986

2,090%

RETURN

119 student enrollments

\$261,800 revenue

ROI

\$258,786

7,400%

TOTAL INVESTMENT INCLUDING POSTAGE

\$3,500

