

HOLISTIC APPROACH DROVE 14K INCREASE IN LEADS AT IMPROVED CPL

Business Challenges

- Increasingly competitive landscape
- Changes in user behavior
- Fragmented degree offering

(un)Common Approach to PPC

- Account structure focused on matching users optimally
- Continuous landing page experience testing in desktop and mobile
- Began incorporating end-to-end lead data to improve overall efficiency of lead program

(un)Common Results



UNIVERSITY OF [redacted] [Apply Now](#)

Celebrating Nurses in 2020

Online Nursing Programs

Discover Affordability Pay-by-the-course tuition Accelerated Programs Multiple start dates Quality Instruction CCNE accredited

Online Education Year-over-Year Leads and CPL

