

INCREASED REQUESTS FOR INFORMATION MORE THAN 2X AT A LOWER COST FOR ONLINE UNIVERSITY

Business Challenges

- Wasted spend on low lead quality
- Not meeting monthly lead goal
- Conversion tracking overstating conversion volume

(un)Common Approach to PPC

- Changed conversion goals to focus on quality conversions
- Segmented campaigns and ad groups to minimize internal bidding competition
- Launched Display campaigns for a full-funnel marketing strategy
- Leveraged CRM for strategic insights to support client

(un)Common Results



111%
increase in
RFIs



21%
decrease in
Cost/RFI

RFIs Submitted vs. Cost/RFI YoY

