



Education

Dates of campaign:

12/20/16 - 12/28/16

Client Description:

Provides educational programs that deliver real-life career skills in occupations that lead to employment upon graduation

Occupations include:

Nursing, Healthcare, Business (Management, Marketing, Accounting, HR, BA), Commercial Driving

The Initiative

Create urgency in a historically down month to encourage prospective students to begin the application process.

The Strategy

- Used Google's countdown ad functionality
- Test ad customizer ads alongside a static ad

The Results

108%



CTR for Countdown
Ads rose 108%

425%



Conversions
increased 425%

33%



Cost per conversion
dropped 33%



How Can You Use This Now?

With such a successful test, countdown ads can be implemented for every enrollment deadline throughout the year and for any other events that are appropriate.

Static Ad:

Associate Nursing Program - Browse our Programs at Fortis

Ad www.example.com/Associate/Nursing

Classes starting on Monday, January 9th. Contact us today to reserve your seat!

Countdown Ads:

Associate Nursing Program - Classes Start In
`{=COUNTDOWN("2016/12/27 00:00:00","en-US",20)}`

Ad www.example.com/Associate/Nursing

Classes starting on Monday, January 9th. Contact us today to reserve your seat!

Nursing Program - Classes Start In 10 Days

Ad www.example.com/Nursing

Classes starting on Monday, January 9th. Contact us today to reserve your seat!



The PPC Agency of Experts Behind PPC Hero and Hero Conf

To learn more about Hanapin Marketing and our services, contact us online, by phone, or by email.

HanapinMarketing.com

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