



programmatic advertising campaign based on target demographics. Their campaign spent \$25,000 over the course of 3-months and generated 21 leads at Cost Per Lead of \$1,190. This, UMD was told, was good. UMD engaged PBJ Marketing for a second opinion.

mobile apps ad campaign resulting in a 98% bounce rate and an average session duration of 5 seconds. Shame! We reported our findings and were given 30 days to prove we could do better.

## **PBJ's Strategy**

Right out the gate, we paused all previous efforts and began build new campaigns from scratch. In just 15-days, our assumptions were proved correct PBJ's digital marketing team spent just \$4,999 on Facebook alone driving 91 leads at a Cost Per Lead of just \$54.00.

With one impressed client and a new 12-month contract in hand, we laid out a new plan of attack. While programmatic can be cost effective and efficient, it's no off-the-shelf solution. Each client, first, requires a hands-on, grassroots campaign to uncover the ideal target audience and proper marketing channels.

Our custom strategy, supported by proper research and analytics, focused on running Web Conversion and Lead Generations Campaigns. We isolated each by various, well thought-out targeting methods. In addition, we optimized post conversions by syncing all Facebook leads and website conversions into Active Campaign, a newly implemented email automation and CRM platform much more powerful than what the client was perviously using. This allowed us to back into true ROI metrics and focus on the best Facebook targeting methods and creative that drive the most enrolled, paying students at a more efficient CPA.

The Results...



**1 Month**

**33.3%**

DURATION



**91 Leads**

**100%**

LEADS



**5K USD**

**20%**

COST



**54K USD**

**4.5%**

COST PER LEAD

Within Just 15 Days...



**\$1 to \$5 CPL**



**\$10 to \$50 CPL**



**50% ▲**

Targeting Non-US potential U.S.  
students

**Targeting potential U.S. students  
depending on the type of target and  
value of leads**

**Of all enrolled students are now  
acquired by our paid media efforts, a  
number that continues to increase  
with each semester.**

**More Success Stories!**

(<https://pbjmarketing.com/casestudies/livegps/>)

(<https://pbjmarketing.com/casestudies/university-of-marvland/>)

(<https://pbjmarproject/>)

**How can we help you?**