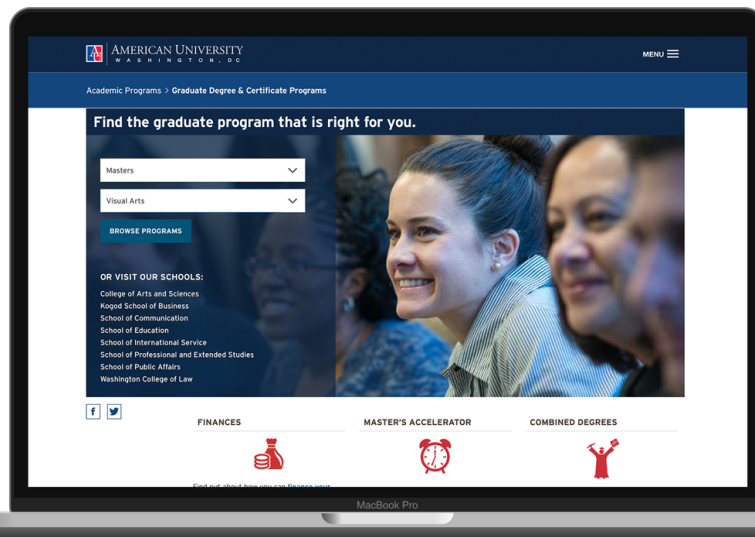




(tel:5713862913)

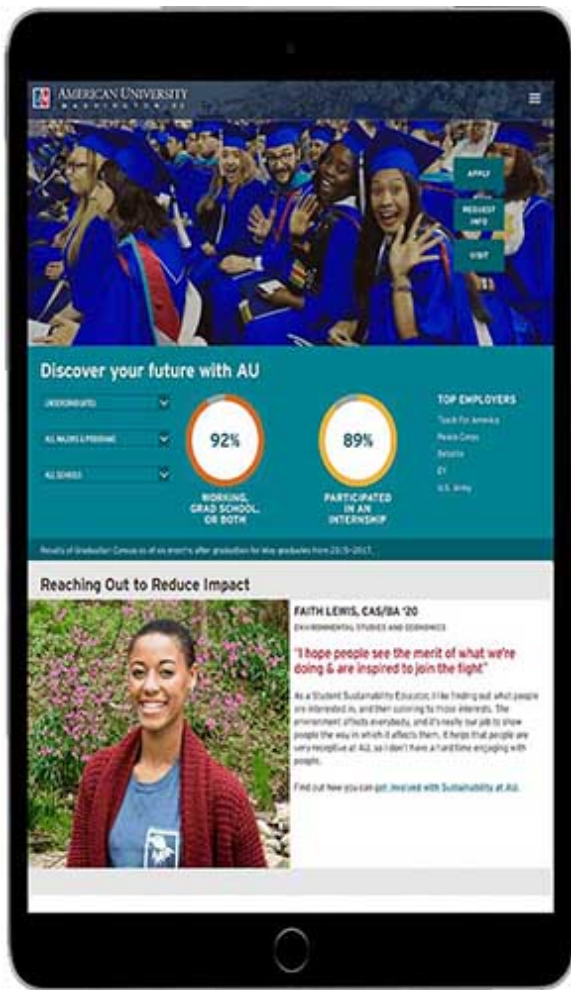
AdAge  
Best Places  
to Work 2017



# Beyond Brand-Building

American University is a renowned institution in northwest Washington, D.C. that is commonly ranked among the top colleges in the United States. Over 12,000 future leaders attend the school each year.

In 2018, grad program administrators in AU's School of Communication, School of International Services and College of Arts and Sciences opted to change their paid search marketing strategy. Previous paid search goals focused on grad program awareness; now, they wanted to shift focus to potential applicants.



Sharper Focus, More Qualified Leads

## Making The Change

Silverback narrowed its targeting to ensure maximum relevance for each ad served.

Paid Search campaigns targeted users searching for Master's degrees and other specific keywords

Facebook interest targeting and lookalike audiences created an audience more likely to respond positively to lead-gen scenarios and video content

Google Display Network ads targeted users who fit the online profile of grad program prospects

# We're Focused on Results.

AdWords Conversion  
Rate

▲ **171%**

*INCREASE*

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Facebook Cost Per Lead

▼ **35%**

*DECREASE*

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GDN Cost Per  
Conversion

▼ **\$329**

*DECREASE*