



HOW COLUMBIA UNIVERSITY INCREASED STUDENT ENROLLMENTS

CASE STUDY: PAID SEARCH, SEO, EDUCATION

GOAL

Columbia University wanted to increase online awareness of their residential and online Master of Social Work programs while driving more prospective student leads and enrollments.

OUR STRATEGY

Built a comprehensive search account and managed keyword, location, device bids manually to maximize the leads under the yearly budget

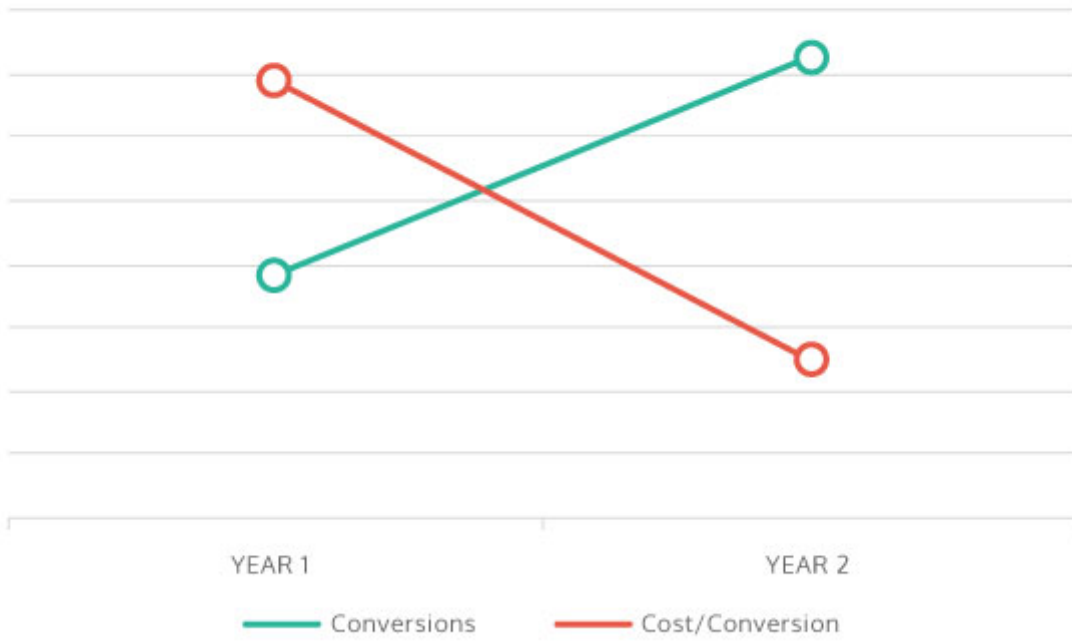
A/B tested multiple value propositions in ads and significant landing page testing changes to drive further efficiency

Helped drive users through the funnel with specific remarketing banner messages

RESULTS

89.4% INCREASE IN CONVERSIONS

CONVERSION AND COST/CONVERSION



31.5% DECREASE IN COST

63.9% DECREASE IN COST PER CONVERSION