

Driving Online Program Applications at Cleveland State University

One week after the campaign launch, we looked at all the data we had gathered and began making optimizations and moving budget towards the strategies that were driving the most conversions, creating new strategies based upon our learnings and turning off strategies that were not working.

At the end of the 60 day campaign we delivered 888 applications and a CPA of \$20.39. The client was blown away by the results and quickly gave Huddled Masses team additional budgets to run a Summer Recruitment campaign.



How Huddled Masses delivered results

LAUNCH STRATEGIES

Behavioral Targeting: We targeted people who had shown interest in online learning and online education. We also looked at audiences who had interest in Colleges & Universities as well parents with high school seniors in the HH.

CONTEXTUAL TARGETING

We targeted content related to online degrees, and college degrees.

KEYWORD TARGETING

We targeted content related to online degrees, and college degrees.

LOOKALIKE MODELING

Our proprietary algorithm created a seed audience from conversion data and targeted consumers who are similar to ones that are converting.

NEWSLETTER

We layered the behavioral targeting above and ran across our network of premium publisher e-Newsletters. Once a newsletter is opened we dynamically served an ad into the content of the page.

To learn more please visit huddledmasses.com

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Optimizations

Behavioral: We removed the general colleges & universities tactics and shifted more budget into “online learning” interest because it was performing better.

Top scoring users: Once we started seeing conversions come in, we were able to use our audience scoring to create a custom strategy targeting the best users.

Lookalike Targeting: Was the best performing strategy so we increased budget allocation and decrease budget on lesser performing strategies.

REM: Increased bid and budget as the Re-targeting pool grew.

Added: Adaptive Segments: These segments weed out exhausted users from the re-targeting pool and adapt to users who are expressing interest by serving them more ads.

Dayparting: We added in a top converting website strategy and layered top performing daypart for maximum efficiency.

To learn more please visit huddledmasses.com