

CASE STUDY

THE CHALLENGE:



A well-known private university in the northeast wanted grow specific academic programs across multiple student categories.

WHAT WE DID:



We implemented our patented, sole-source tracking technology on the school's website, identifying prospective students who 1) exhibit interest in targeted academic programs, and 2) the university didn't already have in their enrollment funnel.



Our one-of-a-kind, turnkey solution then matched each individual stealth prospective student (we call them GHOSTS) to their respective household / residence. Once pinpointed, we deployed the university's marketing assets in a multi-channel drip campaign to the newly collected cohort of GHOST prospective student households.



This specific university's drip campaign included clickable digital banner ads, pre-roll video, OTT commercials, and highly-personalized direct mail. The objective of delivering such an intense mix of marketing assets was to envelope the GHOSTS' households with the university's brand and influence those prospective students to move forward with their enrollment processes.



Depending on the scale and scope of your customized program, the NTR of just one FTE can exceed the spend multiple times over.



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THE RESULTS



Our solution identifies prospective students that are not already in the sales funnel, and we're able to make a 1-to-1 match between a prior GHOST and an enrolled student.



Given a marketing budget of approximately \$75,000, we can directly attribute more than \$2,500,000 of tuition revenue to our efforts. This translates to an ROI measure of over 33x!!

**WE'D LOVE TO PARTNER WITH YOU AND
CHASE A SIMILAR ROI FOR YOUR SCHOOL!!**

IN SHORT, OUR GHOST-IDENTIFYING SOLUTION ALLOWED OUR PARTNER TO:

- ✓ Engage with interested prospective students that would otherwise remain unknown
- ✓ Enable influence on targeted students' enrollment decisions before the competition
- ✓ Achieve an excellent return on investment for existing marketing spend

HOW WILL GHOST TARGETED MARKETING IMPACT YOUR RECRUITING EFFORTS?

- 1 Identify previously unreachable, stealth prospective students (GHOSTS) who have shown interest in your academic programs.
- 2 Market to — *and influence* — your GHOSTS before your competitors even see them.
- 3 Improve enrollment across all student categories and all academic programs.

BOOK A DEMO

