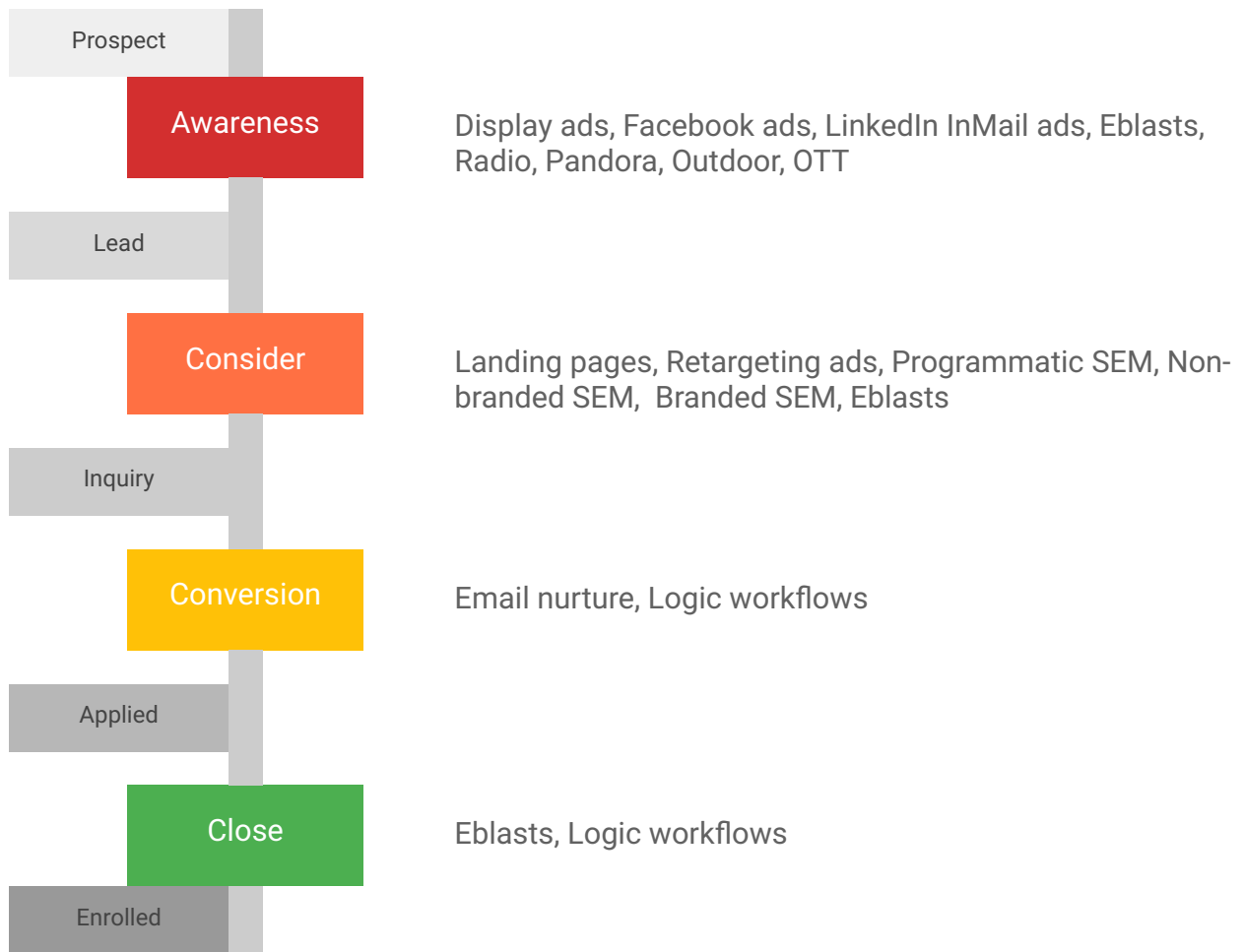


September Analytics Review

Overview

The following report consists of the current live digital and traditional media campaigns. Each campaign falls within the below sales funnel cycle and may utilize at least one of the associated media tactics to move students through that sales funnel.



Analytics Review

Sep 1, 2018 - Sep 30, 2018

Programmatic - College-Wide

Branding SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
3,646	14.43%	\$1.15	\$4.60	28.88%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
25,274	53.61%	11.15%	1.3	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
2,871	3,384	80.35%	00:00:35

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
100	100%	100
Applications	Enrollments	
100	100	

Non-branded SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
1,372	3.28%	\$24.14	\$302.23	9.18%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
41,789	50.91%	8.83%	3.2	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
1,295	1,384	87.21%	00:00:24

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
100	100%	100
Applications	Enrollments	
100	100	

Analytics Review

Sep 1, 2018 - Sep 30, 2018

Programmatic - College-Wide

Credit Transfer SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
2,314	3.07%	\$9.58	\$364.01	3.03%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
75,489	40.88%	12.89%	1.4	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
1,864	1,968	95.93%	00:00:04

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
100	100%	100
Applications	Enrollments	
100	100	

Programmatic - Psychology

BS Psychology SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
891	2.74%	\$17.26	\$431.39	4.60%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
32,480	37.61%	6.95%	2.4	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
776	842	88.12%	00:00:13

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
100	100%	100
Applications	Enrollments	
100	100	

BS Psychology Facebook Campaign

Ad

Link Clicks	Impressions	CTR	Page Likes	Website Actions
170	80,899	0.21%	10	8,894
Post Reactions	Comments	Post Shares		
46	0	3		

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
68	68	88.24%	00:00:08

Conv.

Form Fills	Calls	Applications	Enrollments
100	100	100	100

Programmatic - Liberal Arts, BSB/BPS

BS Liberal Arts SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
138	2.53%	\$8.08	\$85.46	10.87%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
5,454	31.34%	11.65%	1.7	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
107	113	89.38%	00:00:17

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
100	100%	100
Applications	Enrollments	
100	100	

Bachelor's in Business, Bachelor's in Professional Studies & Management SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
711	2.13%	\$21.51	\$331.77	7.45%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
33,370	24.06%	53.34%	2.1	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
587	640	90.94%	00:00:20

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
100	100%	100
Applications	Enrollments	
100	100	

Programmatic - MBA

MBA SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
41	2.69%	\$42.09	\$661.44	7.32%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
1,523	46.00%	15.00%	2.6	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
41	41	85.37%	00:00:07

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	SEM Phone Conversions
102	100%	100
Applications	Enrollments	
201	103	

MBA Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
155,354	840	0.54%	3
Website Actions	Post Reactions	Comments	Post Shares
621	12	0	0

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
414	446	91.26%	00:00:16

Conv.

Form Fills	Calls	Reached Thank You Page (Goal 1 Completions)
100	100	100
Applications	Enrollments	
201	103	

Programmatic - Cybersecurity

Cybersecurity SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
201	2.43%	\$41.64	\$343.78	13.93%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
8,278	59.32%	11.13%	2.6	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
177	193	83.94%	00:00:21

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
109	100%	46
Applications	Enrollments	
125	81	

Cybersecurity Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
66,653	209	0.31%	13
Website Actions	Post Reactions	Comments	Post Shares
722	37	0	2

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
114	123	83.74%	00:00:45

Conv.

Form Fills	Calls	Applications	Enrollments
312	100	205	800

Programmatic - Cybersecurity

Cybersecurity Display, Smartbrief

Ad

SB Impressions	SB Impressions Rate	SB Clicks	SB CTR
15,858	32.10%	27	0.17%

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
24	35	100.00%	00:00:00

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)
0	0.00%
Applications	Enrollments
25	8

Cybersecurity Display, CompTIA

Ad

CTIA Impressions	CTIA Impressions Rate	CTIA Clicks	CTIA CTR
40,081	30.63%	60	0.15%

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
61	74	89.19%	00:00:10

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)
421	94%
Applications	Enrollments
245	150

Programmatic - Cybersecurity

Cybersecurity Display, Multiview

Ad

MV Impressions
10,234

MV Open Rate
30.60%

MV Clicks
25

MV CTR
0.24%

LP

Users
13

Sessions
14

Bounce Rate
0.00%

Avg. Session Duration
00:00:01

Conv.

Reached Thank You Page (Goal 1 Completions)
431

Reached Thank You Page (Goal 1 Conversion Rate)
100%

Applications
245

Enrollments
188

Programmatic - Criminal Justice

Criminal Justice, SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
855	4.42%	\$15.09	\$1,483.64	1.17%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
19,352	56.40%	8.99%	2.2	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
819	891	89.90%	00:00:19

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
242	100%	134
Applications	Enrollments	
201	124	

Criminal Justice Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
43,131	105	0.24%	11
Website Actions	Post Reactions	Comments	Post Shares
2,218	28	2	7

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
54	55	92.73%	00:00:09

Conv.

Form Fills	Applications	Enrollments
122	241	901

Programmatic - Criminal Justice

Criminal Justice, Email Campaign

Ad

Eblast Opens
6,899

Eblast Open Rate
11.84%

Eblast Clicks
139

Eblast CTR
0.24%

LP

Users
125

Sessions
139

Bounce Rate
80.58%

Avg. Session Duration
00:00:22

Conv.

Reached Thank You Page (Goal 1 Completions)

100

Applications
201

Reached Thank You Page (Goal 1 Conversion Rate)

100%

Enrollments
201

Programmatic - Health Sciences

Health Sciences, SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
806	3.50%	\$11.37	\$152.76	8.56%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
23,034	35.51%	16.47%	1.8	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
625	669	90.13%	00:00:11

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
301	100%	207
Applications	Enrollments	
128	114	

Health Sciences Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
133,631	1,350	1.01%	20
Website Actions	Post Reactions	Comments	Post Shares
1,736	78	13	23

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
1,120	1,206	93.03%	00:00:09

Conv.

Form Fills	Calls	Reached Thank You Page (Goal 1 Conversion Rate)
207	101	100%
Applications	Enrollments	
218	514	

Analytics Review

Sep 1, 2018 - Sep 30, 2018

Programmatic - Nursing

RN-BSN, SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
888	12.88%	\$15.60	\$84.75	21.17%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
6,897	81.09%	11.90%	1.4	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
649	729	82.30%	00:00:36

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
408	100%	707
Applications	Enrollments	
315	701	

BSN/MSN, Smartbrief Campaign

Ad

SB Impressions	SB Impressions Rate	SB Clicks	SB CTR
62,846	24.77%	114	0.18%

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
114	118	89.83%	00:00:21

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)
308	100%
Applications	Enrollments
125	22

Military - Army

Army, SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
594	2.59%	\$18.82	\$197.76	10.94%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
22,928	72.35%	7.88%	1.3	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
522	541	91.13%	00:00:21

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
403	100%	35
Applications	Enrollments	
101	106	

Analytics Review

Sep 1, 2018 - Sep 30, 2018

Military - Air Force

Air Force, Display Campaign

Ad

Dis Impressions
453,820

Dis Clicks
589

Dis CTR
0.13%

LP

Users
584

Sessions
691

Bounce Rate
89.87%

Avg. Session Duration
00:00:15

Conv.

Reached Thank You Page (Goal 1 Completions)
0

Reached Thank You Page (Goal 1 Conversion Rate)
0.00%

Applications
91

Enrollments
166

Air Force, Facebook Campaign

Ad

Impressions
536,399

Link Clicks
2,247

CTR
0.42%

Page Likes
1

Website Actions
1,460

Post Reactions
19

Comments
0

Post Shares
2

LP

Users
1,184

Sessions
1,339

Bounce Rate
92.08%

Avg. Session Duration
00:00:16

Conv.

Form Fills
100

Calls
100

Reached Thank You Page (Goal 1 Completions)
100

Applications
101

Enrollments
106

Military - Military Spouse

Military Spouse, Display Campaign

Ad

Dis Impressions	Dis Clicks	Dis CTR
461,295	1,050	0.23%

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
1,067	1,243	85.92%	00:00:20

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)
100	100%
Applications	Enrollments
121	166

Military Spouse, Email Campaign

Ad

Eblast Sends	Eblast Opens	Eblast Open Rate	Eblast Clicks	Eblast CTR
25,000	4,167	16.67%	729	2.92%

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
251	256	94.53%	00:00:06

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)
100	100%
Applications	Enrollments
41	106

Military - Veterans

Veterans, SEM Campaign

Ad

Clicks	Click-Through-Rate	Avg. Cost-Per-Click	Cost-Per-Conversion	Conversion Rate
573	2.14%	\$15.86	\$171.37	10.65%
Impressions	Search Impression Share	Search Impression Share Lost to Budget	Average Position	
26,803	51.44%	24.14%	1.4	

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
480	522	95.02%	00:00:05

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)	Phone Conversions
124	100%	95
Applications	Enrollments	
248	127	

Veterans, Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
82,726	210	0.26%	12
Website Actions	Post Reactions	Comments	Post Shares
5,603	46	2	10

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
189	200	86.00%	00:00:13

Conv.

Form Fills	Calls	Reached Thank You Page (Goal 1 Completions)
801	100	101
Applications	Enrollments	
148	127	

Military - Veterans

Veterans, Email Campaign

Ad

RallyPoint Sends	RallyPoint Opens	RallyPoint Open Rate	RallyPoint Clicks	RallyPoint CTR
12,000	580	4.83%	10	0.09%

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
4	4	50.00%	00:00:01

Conv.

Reached Thank You Page (Goal 1 Completions)	Reached Thank You Page (Goal 1 Conversion Rate)
100	100%
Applications	Enrollments
148	127

SPA - Corporate

Pizza Hut, Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
127,558	438	0.25%	14
Website Actions	Post Reactions	Comments	Post Shares
861	64	29	22

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
180	184	71.74%	00:00:37

Conv.

Form Fills	Calls	Request More Information (All) (Goal 1 Completions)
103	100	100
	Applications	Enrollments
	108	100

IBEW, Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
280,547	2,378	0.70%	29
Website Actions	Post Reactions	Comments	Post Shares
2,511	244	25	72

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
1,618	1,741	84.09%	00:00:34

Conv.

Form Fills	Calls	Request More Information (All) (Goal 1 Conversion Rate)	Applications	Enrollments
104	104	100%	128	100

SPA - Corporate

USPS, Facebook Campaign

Ad

Impressions
303,024

Link Clicks
1,566

CTR
0.52%

Page Likes
11

Website Actions
1,686

Post Reactions
47

Comments
6

Post Shares
3

LP

Users
1,211

Sessions
1,270

Bounce Rate
87.87%

Avg. Session Duration
00:00:19

Conv.

Form Fills
105

Calls
100

Applications
100

Enrollments
100

SPA - Corporate

EdAssist/Cleveland Clinic LinkedIn Campaign

Ad

Sends **3,101** Open Rate **59.53%** Clicks **133**

CTR **4.29%** Cost Per Conversion **\$44.37** Lead For Opens **123** Lead Form Completion Rate **30.80%**

LP

Users **16** Sessions **18** Bounce Rate **38.89%** Avg. Session Duration **00:02:58**

Conv.

Forms **100** Calls **100** Request More Information (All) (Goal 1 Completions) **122**
 Applications **108** Enrollments **120**

EdAssist/Exelon LinkedIn Campaign

Ad

Sends **1,417** Open Rate **51.24%** Clicks **41**

CTR **2.89%** Cost Per Conversion **\$50.00** Lead For Opens **39** Lead Form Completion Rate **38.46%**

LP

Users **4** Sessions **5** Bounce Rate **40.00%** Avg. Session Duration **00:00:49**

Conv.

Forms **105** Calls **100** Request More Information (All) (Goal 1 Completions) **100**
 Applications **108** Enrollments **120**

Analytics Review

Sep 1, 2018 - Sep 30, 2018

SPA - Corporate

EdAssist/Microsoft, LinkedIn Campaign

Ad

Impressions

638

Open Rate

62.07%

Clicks

8

CTR

1.25%

Cost Per Conversion

\$300.00

Lead For Opens

8

Lead Form Completion Rate

25.00%

Conv.

Forms
100

Calls
100

Applications
100

Enrollments
100

EdAssist/Microsoft, Display Campaign

Ad

Display Impressions

112,959

Display Clicks

561

Display CTR

0.50%

LP

Users
801

Sessions
811

Bounce Rate
53.14%

Avg. Session Duration
00:00:18

Conv.

Request More Information (All) (Goal 1 Completions)

100

Request More Information (All) (Goal 1 Conversion Rate)

100%

Applications

100

Enrollments

140

SPA - Academic

Ivy Tech CC, Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
87,655	541	0.51%	3

Website Actions	Post Reactions	Comments	Post Shares
265	44	0	2

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
169	175	88.57%	00:00:31

Conv.

Form Fills	Calls	Request More Information (All) (Goal 1 Completions)
102	100	104
	Applications	Enrollments
	126	121

Suffolk County CC, Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
12,926	37	0.29%	3

Website Actions	Post Reactions	Comments	Post Shares
180	10	1	0

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
419	439	84.28%	00:00:27

Conv.

Form Fills	Calls	Request More Information (All) (Goal 1 Completions)
102	100	100
	Applications	Enrollments
	106	101

SPA - Academic

Institute of Integrative Nutrition, Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
65.71	336	0.01	7
Website Actions	Post Reactions	Comments	Post Shares
491	25	0	1

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
168	178	79.21%	00:01:10

Conv.

Form Fills	Calls	Request More Information (All) (Goal 1 Completions)
104	100	100
	Applications	Enrollments
	106	101

CC of Rhode Island, Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
69,507	300	0.43%	5
Website Actions	Post Reactions	Comments	Post Shares
233	28	1	0

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
163	169	86.39%	00:00:43

Conv.

Form Fills	Calls	Request More Information (All) (Goal 1 Completions)
103	103	104
	Applications	Enrollments
	106	101

SPA - Academic

Cuyahoga CC, Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
95,428	526	0.55%	4

Website Actions	Post Reactions	Comments	Post Shares
206	54	1	6

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
177	184	89.67%	00:00:41

Conv.

Form Fills	Calls	Request More Information (All) (Goal 1 Conversion Rate)
100	100	100%
	Applications	Enrollments
	76	201

Tidewater CC, Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
74,161	354	0.48%	6

Website Actions	Post Reactions	Comments	Post Shares
337	31	0	2

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
116	119	93.28%	00:00:21

Conv.

Form Fills	Calls	Request More Information (All) (Goal 1 Completions)
100	100	100
	Applications	Enrollments
	106	101

SPA - Academic

Alamo CC, Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
169,337	904	0.53%	2
Website Actions	Post Reactions	Comments	Post Shares
548	22	0	0

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
480	518	92.28%	00:00:09

Conv.

Form Fills	Calls	Request More Information (All) (Goal 1 Completions)
106	100	100
	Applications	Enrollments
	100	100

Generic, Facebook Campaign

Ad

Impressions	Link Clicks	CTR	Page Likes
12,926	37	0.29%	3
Website Actions	Post Reactions	Comments	Post Shares
180	10	1	0

LP

Users	Sessions	Bounce Rate	Avg. Session Duration
6	6	100.00%	00:00:00

Conv.

Form Fills	Calls	Request More Information (All) (Goal 1 Completions)
100	100	100
	Applications	Enrollments
	100	100

Analytics Review

Sep 1, 2018 - Sep 30, 2018

Brand Campaign - Radio, Pandora

Albany Radio Campaign

Spots	Reach	Frequency	Added Value Spots
1,286	86.79	20.8	60

San Antonio Radio Campaign

Spots	Reach	Frequency	Added Value Spots
3,118	97.2	12.7	1,968

Albany Pandora Campaign

Impressions	Clicks	CTR	Reach	Frequency
627,240	804	0.23%	27,608	12.81

San Antonio Pandora Campaign

Impressions	Clicks	CTR	Reach	Frequency
640,504	652	0.18%	45,517	8.09

Brand Campaign - Outdoor, Display

Albany Outdoor Campaign

Transit Locations
12

Shelter Locations
10

Bulletin Locations
7

San Antonio Outdoor Campaign

Transit Locations
2

Shelter Locations
11

Bulletin Locations
15

TU Branding Display Campaign

Ad

Display Impressions
282,022

Display Clicks
412

Display CTR
0.15%

Mobile Impressions
101,007

Mobile Clicks
72

Mobile CTR
0.07%

LP

Users
100

Sessions
109

Bounce Rate
10%

Avg. Session Duration
00:00:56

Conv.

Request More Information (All) (Goal 1 Completions)
1000

Request More Information (All) (Goal 1 Conversion Rate)
100%

Recommendations

1. Switch Smartbrief creative to match CompTIA based on metrics this month, beginning 11/1.
2. Implement SEM Retargeting on all campaigns, beginning 11/1.
3. Explore opportunities for MBA on LinkedIn: Run 4 specific InMail campaigns by concentration and marry this with already created sponsored content ads (adjust already created creative where needed)
 - 4a. Narrow Army and Veteran SEM campaign in terms of keywords.
OR...
 - 4b. End Military SEM campaigns and confirm where to shift dollars (Build a plan for lower in the funnel partners such as G.I. Jobs., marry that with awareness partners such as Rallypoint)
5. There is interest in Microsoft from geo-fencing campaign but no conversions. Consider building a landing page to incentivize conversions. Seek potential PR opportunities to explain the relationship further.
6. Corporate partners seem to have more engagement than academic partners. Consider more LinkedIn InMail and sponsored content opportunities for partners where we can use their name (Exelon). Seek potential PR opportunities for academic partners.
7. Add more Excelsior branded keywords to the college-wide general landing page.
8. Add more credit transfer keywords to the credit transfer landing page. Increase amount of introduction copy to Excelsior College for new users.
9. Add sample courses or concentrations to the criminal justice landing page to increase form fills inquiries.
10. Move military spouse landing page to the new template and add a regular form above the fold.

Opportunities

1. Cybersecurity & Health Sciences: Excelsior executing retargeting plans.
2. Nursing, BPS: If cybersecurity and health sciences retargeting goes well, consider additional retargeting post-inquiry.