

Case Study

Cabrini University:

Digital drives a new generation of growth



Key Solutions:

- ▶ Paid Search
- ▶ Digital Media
- ▶ Website Development
- ▶ Online Course Development

Challenge:

In one of the most competitive markets in the country, Cabrini University needed to stand out locally to achieve undergraduate growth in the Philadelphia area.



Solution:

We took Cabrini's mission-centered brand and sharpened the focus with a hyper-local digital approach. We amplified their digital display efforts and showcased their brand through paid-media channels for the first time. Using more focused targeting, we built relevant programmatic campaigns that reached their unique audience with a more compelling message.

Results:

From comprehensive website development to online course production, the creation and application of customized, integrated solutions prepared Cabrini to better support and engage their target audience. Together, with Cabrini's proactive recruiting and direct outreach, we put them on track for the largest Fall enrollment in recent history.

- ▶ Drove 91% more inquiries from digital media sources between 2015 and 2016
- ▶ Collaboration of digital marketing with Cabrini's recruitment resulted in the largest incoming undergraduate class in nearly a decade for Fall 2016

Total Enrollment: 2,150
Location: Northeast region

Institution Type: Private, nonprofit
Faith-Based: Roman Catholic

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