

## Case Study

Bellevue University:

# Recalibrated digital media drives quality — not just quantity



### Key Solutions:

- ▼ Paid Search
- ▼ Digital Media
- ▼ Website Development

### Challenge:

Despite the fact that Google consumer trends in higher education have indicated (for several years) that brand interest is declining while programmatic interest is rising, Bellevue University had very little programmatic presence in its digital marketing portfolio. In response, Bellevue University sought a new strategic partner that could implement and optimize digital marketing campaigns.



### Solution:

Collegis quickly pivoted Bellevue University's paid-media, social and display campaigns to a programmatic focus and began building 75 landing pages to nurture digital traffic and drive inquiries. A tactical and regimented approach to conversion testing further maximized the gains from both paid and organic traffic.

### Results:

Within a few months of forming the partnership — and without any increase to the institution's digital-media investment — Collegis began consistently outpacing Bellevue University's monthly inquiry and cost-per-inquiry goals. For three consecutive months in Winter 2017–18, Collegis bested inquiry goals by more than 150%. And, what's more, Bellevue University has also reported a notable improvement in inquiry quality.

#### Snapshot of Results: Q2 2017

- ▼ Paid Inquiries: 158% of goal
- ▼ Cost Per Inquiry: 2% below goal
- ▼ Two CRO tests raised conversion on programmatic landing pages by 30% and 20%

**Total Enrollment:** 8,896

**Institution Type:** Private, nonprofit

**Location:** Midwest region

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Collegis Education is a strategic partner whose revenue-growth solutions help colleges and universities maximize their enrollment potential through data-rich, technology-enabled, marketing, engagement and retention services. **In programs supported by Collegis Education solutions, partner institutions have realized average new-enrollment gains of 20% in just the first year of partnership.** With more than two decades of experience in higher education, the Collegis team develops holistic, interconnected strategies that enable institutions to realize long-term growth in accord with their mission and values.