

Background

University of Phoenix is the nation's largest private university, offering more than 100 degree programs at more than 200 locations, as well as Internet curriculum in most countries around the world. Since its founding in 1976, University of Phoenix has helped transform the landscape of higher education by offering evening classes, flexible scheduling, continuous enrollment, a student-centered environment, online classes, digital library, and computer simulations. University of Phoenix serves a diverse student population, offering associate's, bachelor's, master's, and doctoral degree programs from campuses and learning centers across the U.S., and online throughout the world.

Objective

University of Phoenix uses a mix of offline and online advertising across traditional media and vertical channels. Its primary objective is to increase the number of enrollments for its online and offline classes. Its secondary goal is to generate those leads at a cost per lead of \$100.

"Our ultimate goal is to drive enrollment volume. Sometimes it takes longer to drive conversions, so we start with leads, with the goal of converting those leads into enrollments," said Ben Texara, Media Manager, University of Phoenix.

Strategy

University of Phoenix came to Adknowledge with a goal, a budget and hundreds of keywords. First, Adknowledge assigned University of Phoenix a dedicated account manager, who reviewed the client's goals and keywords. Then, we suggested categories, created test ad campaigns, and set bids for the client. After reviewing the initial results, Adknowledge optimized the account to improve performance. The finished product was a series of ad campaigns that generate a high volume of leads at very cost-efficient prices.

RESULTS

Within the first month, the University of Phoenix experienced a significant increase in the number of leads.

“ In terms of lead volume, Adknowledge is a great source. When compared to other search engines, Adknowledge is probably the second or third most efficient of the smaller engines that bring in leads. ”

Adknowledge Delivers Results

Sample Campaign: \$1000 AdSpend

On average, Adknowledge delivered more leads - 2.5:1 - than other methods.



In addition to generating leads, Adknowledge also surpassed the client's CPL goals.

“ Our cost per lead with Adknowledge is impressive. Our cost per lead goal is typically \$100, and Adknowledge delivers in the \$40 range. Adknowledge consistently exceeds our goals. ”