



CONVERSION

CAMPAIGN RESULTS

6 MONTH CAMPAIGN

8,580 STUDENT VIEWED MESSAGES

56.6% AVERAGE ENGAGEMENT RATE

12.3% AVERAGE CLICK THROUGH RATE

7.9% AVERAGE INCREASE
IN INTERESTED CANDIDATES AFTER EACH MESSAGE

**INCREASE FROM 383 PROSPECTS
TO 1,303 IN 6 MONTHS**

CONVERSION SUCCESS

1 **130** APPLICANTS

7.4% OF APPLICANT POOL

2 **36** ENROLLED

\$5.6 MILLION

NET TUITION REVENUE

3 **9%** OF INCOMING

FRESHMAN CLASS