



LEVEL.AGENCY
THE AUTHORITY IN CUSTOMER GENERATION



NCU
Northcentral University

FACEBOOK ADVERTISING DRIVES NORTHCENTRAL STUDENT GENERATION SUCCESS

Over the last two years, Northcentral University has benefited from a remarkable increase in the number and quality of prospective student inquiries coming from Display and Social channels.

STRATEGY

There are several underlying factors that have contributed to this increase in performance:

Increased effectiveness of targeting on the Facebook platform.

Over the past two years NCU has benefited greatly from a combination of increased efficiency in Lookalike audience targeting and increased granularity in demographic targeting options.

The expansion of high-performing mobile ad placement options.

In Q2 2014 NCU had 16% of its budget running on mobile newsfeed placement and 84% running on Desktop newsfeed. In Q2 2015, NCU has 61% of its budget running on mobile newsfeed placement and 39% on desktop newsfeed placement. This is a 281% increase in the percentage of budget being allocated to the high-performing mobile newsfeed placement, and a reflection of macro mobile usage trends among consumers.

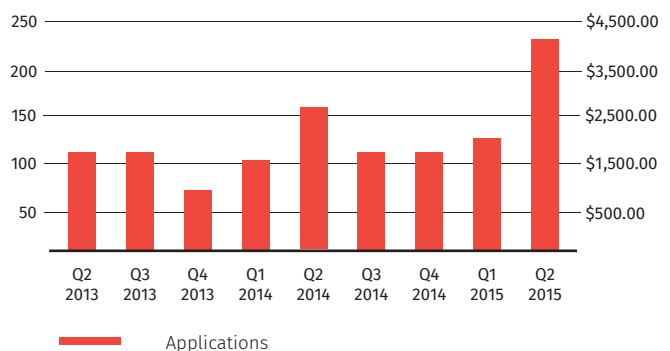
Accelerated creative optimization and new offers.

The roll-out of the Scholarship Offer in Q2 2015 has proven to be extremely effective from a messaging perspective, producing an increase in both net new inquiries and applications at a decreased cost.

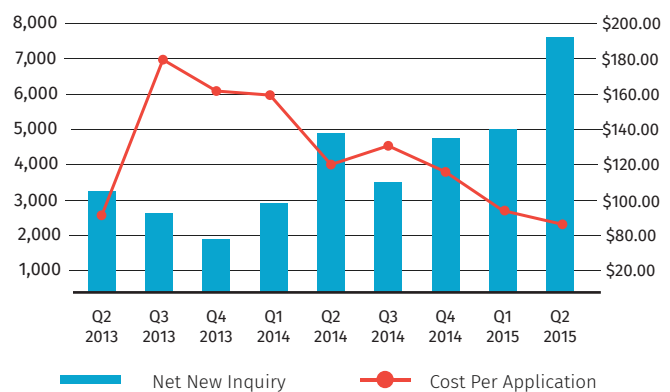
RESULTS

In Q2 of 2015, NCU's Facebook Cost Per Net New Lead is 37% better than it was in Q2 of 2014, while lead volume has increased by 56%. Quality has also improved markedly, with Cost Per Application improved by 38% while application volume increased by 57%.

FACEBOOK APPLICATION GENERATION



FACEBOOK INQUIRY GENERATION PERFORMANCE



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