



Case History: Western New England (WNE) School of Pharmacy

Challenge:

In 2022, Western New England University (WNE) needed to increase enrollment for several of its graduate degree programs, including its School of Pharmacy. During the COVID-19 pandemic, it was up against the challenge of enticing students to apply to graduate programs that were predominantly on-campus.

Strategy:

We recognized the need for a targeted strategy relying on a strong digital component. We knew that a successful outcome would depend on precise targeting methods based on audience and platform, so we focused on employed professionals interested in advancing their education and careers, reaching them during typical working hours. We anchored the campaign with a combination of TV and radio commercials paired with digital display and billboard ads to help maximize exposure during the project's timeline.



Results:

Between July 1, 2022, and April 30, 2023, Meta ads sent **7,577 people** to the WNE landing pages, **increased CTR by 28.43%** and **lowered cost-per-click (CPC) by 39.98%**.

LinkedIn ads drove more than **3,000 people** to WNE's landing pages with a healthy average **CPC of \$3.52 and a CTR of 0.44%**.

Display ads **increased CTR by 126.4% year over year**, driving an additional **700 people** to the campaign landing pages. Following these successes, WNE increased their working media budget with us by over \$100,000 annually.

