

IUSB CASE STUDY



WHO IS IUSB?

Scan here:

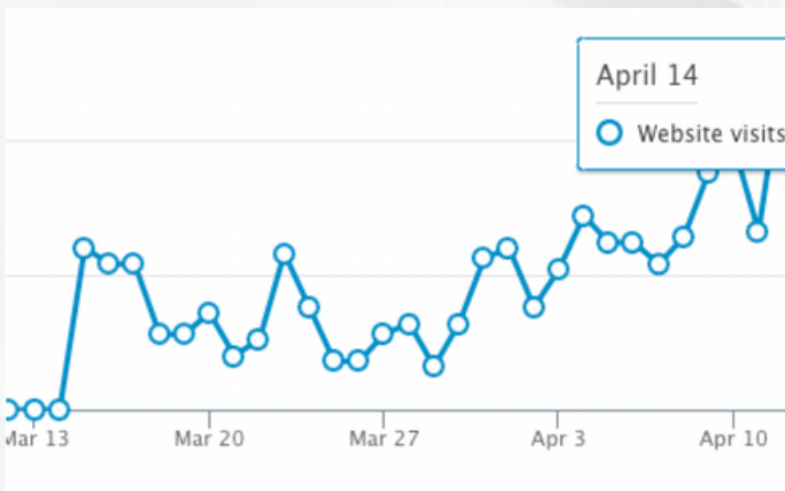


THE CHALLENGE

Reach a niche target audience in certain geographical areas and to obtain registration leads within a short timeframe.

THE GOAL

- Drive event awareness of IUSB's Executive Leadership Program to specific income-leveled audiences in the nonprofit space.
- Remarket leads based on completed registration info.
- Focus on "Money Back Guarantee" as CTA (Call-to-action).



THE RESULT

PROVEN RESULTS

Using our PPC (non-machine learning) marketing channels, in combination with our digital audit and data-driven strategy, we achieved the following:

- Over 900 link clicks.
- Over 250,000 impressions.
- Reduced ad spend, while increasing impressions with A/B campaign testing, resulting in a winning campaign strategy.
- Worked alongside IUSB program contacts to define target audiences and continue to test and adjust market segmentation.
- Registration number goal achieved.
- On time and on budget.
- *This client continues to work alongside us to raise awareness of their different program offerings in the Executive Nonprofit space.



Ψ Indiana University South Bend
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Promoted

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Ψ SOUTH BEND

MONEY FOR YOUR MISSION

- Personally raised in excess of \$700,000,000
- Customized Fundraising Plan for Your Organization
- Money Back Guarantee

SAVE YOUR SEAT BY APRIL 22

Instructor:
MARK C. GERMANO

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