



A Double-Digit Boost in Trade School Enrollments in Just Three Months

Our people, process, and the CloudControlMedia Platform (CCMP) improved lead quality and dramatically increased enrollments for our partner trade school.

Problem

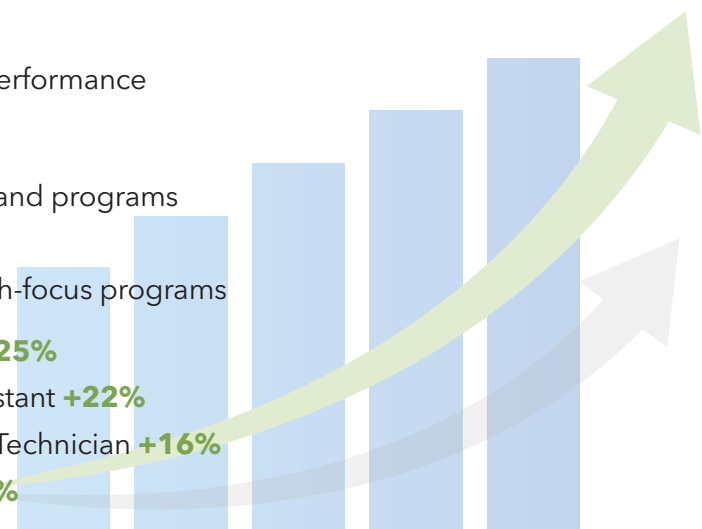
- Declining enrollments and poor-quality leads in signature programs
- Lack of down-funnel data or an iterative process to ensure quality

Solution

- Restructure search and social media campaigns across Facebook, TikTok and SnapChat
- Adjust bidding strategies and shift targeting
- Group ads into strategic sets for optimized delivery
- Use CCMP to help with AI driven pacing and down funnel performance

Results: Improved lead quality and increased enrollments

- Overall increase in leads and enrollments across campuses and programs
- 16%+ Increase in lead-to-enrollment across all campuses
- Immediate increases in YoY lead-to-enrollment for client high-focus programs
 - › Auto Body Repair **+70%**
 - › Diesel Repair **+66%**
 - › Computer Networking **+60%**
 - › Automotive Engine **+28%**
 - › Machining **+25%**
 - › Medical Assistant **+22%**
 - › Patient Care Technician **+16%**
 - › Electrical **+9%**



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