

CASE STUDY

**Client:** Trade School with campuses across a dozen states

**Challenge:** Leverage data insights to improve lead quality, boost lead-to-enroll rates, and increase enrollments



# 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%
- Machining +25%
- > Diesel Repair +66%

- Medical Assistant +22%
- Computer Networking +60%
  - 60% > Patient Care Technician +16%
- Automotive Engine +28%
- > Electrical +9%

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