



Higher Education Case Study



GOAL

A leading higher education university with multiple campuses needed to expand its student awareness and drive improved application leads.

CHALLENGES

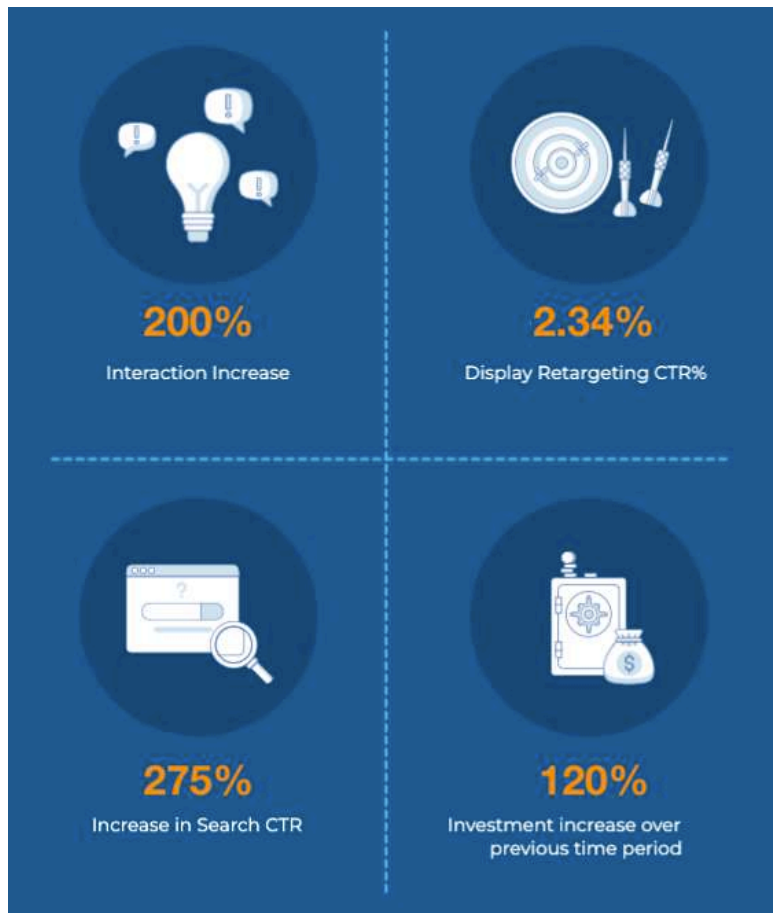
As with a majority of lead generation for higher education, we had to expand brand awareness while simultaneously improving lead quality throughout the student journey.

SOLUTION

DGLV's consulting team determined the first two stages - brand awareness and audience targeting - were paramount to getting qualified lead performance. DGLV built a data funnel to capture prospective students on their admissions journey. Between our audience strategy, range of digital touchpoint tactics and use of funnel data, we drove a 200%+ increase in application performance.

RESULTS

- 200% YOY performance improvement
- 175% YOY Audience reach increase
- 275% Increase in Search CTR%



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