Final Presentation: Admissions Marketing Dashboard

Team 3
Emmanuel Abraham, Jiaxin Chen, Farhaan S Haque, Liam Spoletini
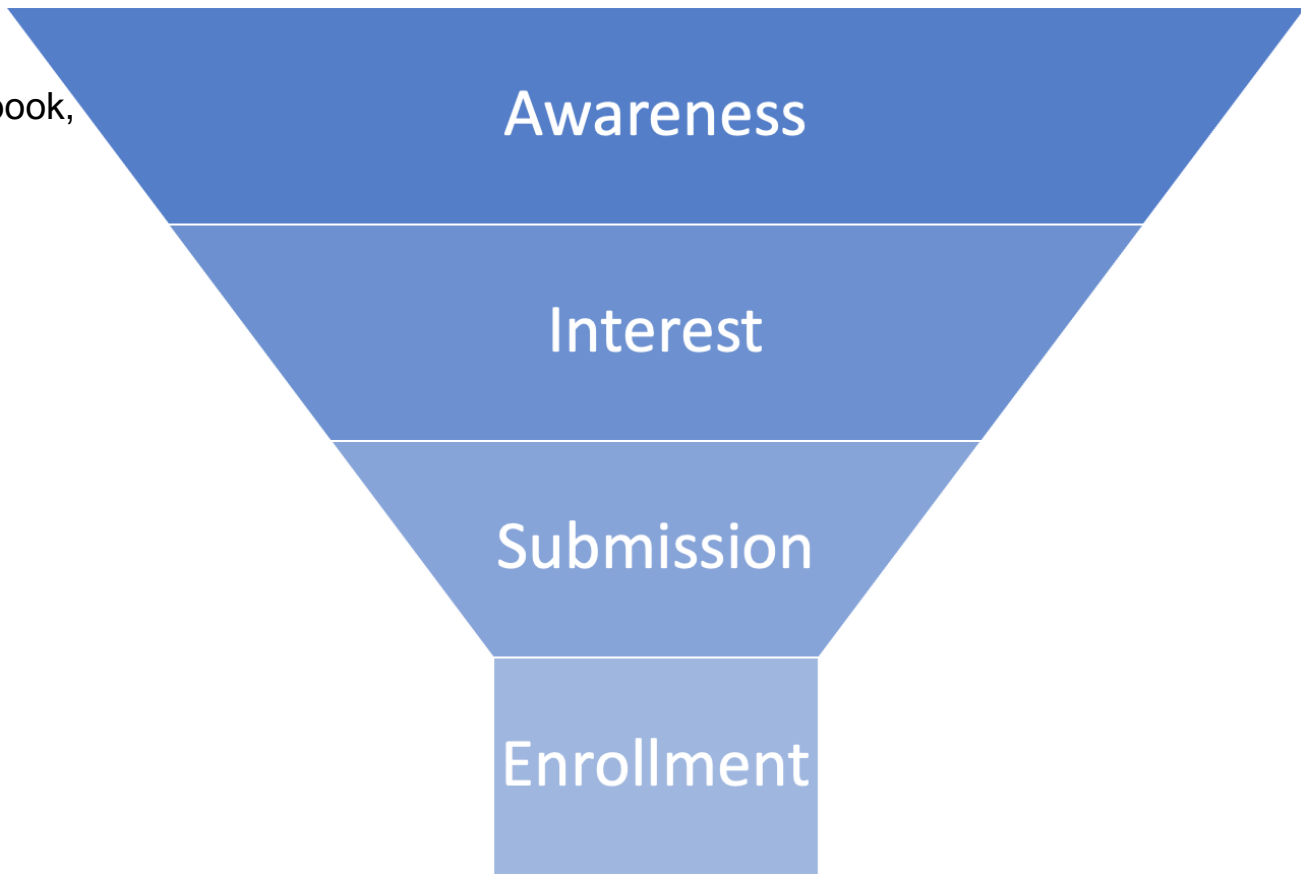
Introduction

Introduction

How should we use marketing dollars to

efficiently generate new enrollments for

American University's graduate program?

Introduction

Display, Twitter, Instagram, Facebook,
LinkedIn, Print, TV

Email, Paid Search

Awareness

Interest

Submission

Enrollment

Introduction

The marketing department is thinking about reverting to more traditional forms of marketing. Is that a good idea?

Introduction

TRADITIONAL VS DIGITAL

Commercials
Magazines
Newspapers
Flyers

Social Media
Web-based advertising
Email
Affiliate Marketing

Introduction

Digital

- Higher Engagement

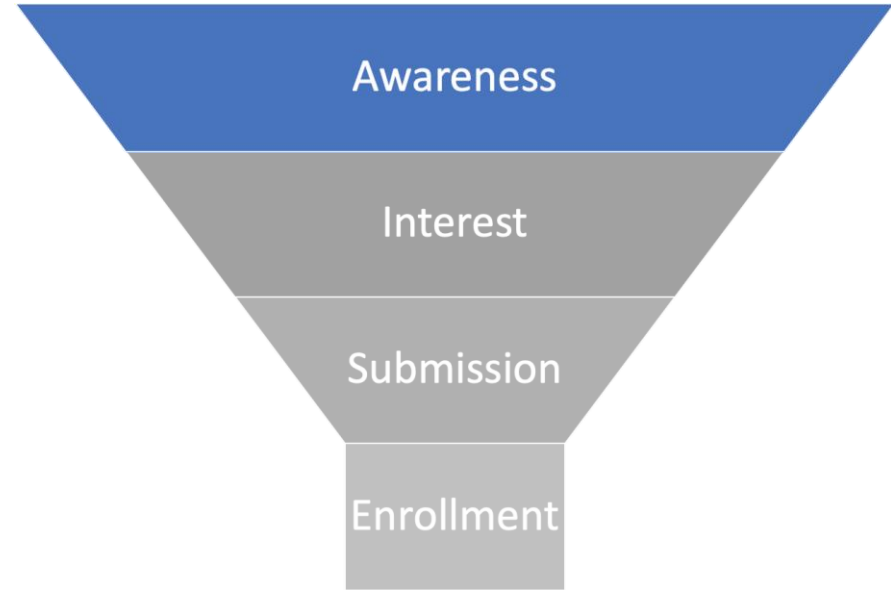- Customizable Targeting

- Global reach

Traditional

- Memorable

- Iconic

- Expensive

Goals & Key Performance Indicators

Goal 1: Increase Awareness

- Traditional Approaches
    - Commercials, print ads, etc
- Digital Approaches
    - Display Ads
    - Social Media

- **Relevant Metrics:**
    - Number of (Impressions/Clicks/Leads)
   - Cost per (Impression/Click/Lead)

Issues with Tracking Awareness

- Traditional Approach
    - No data
- Digital Approach
    - Need more data
- Difficult to know exactly where someone became aware
    - Someone who saw a display ad could show up as organic search
- **Overall: Tricky to measure with available data**
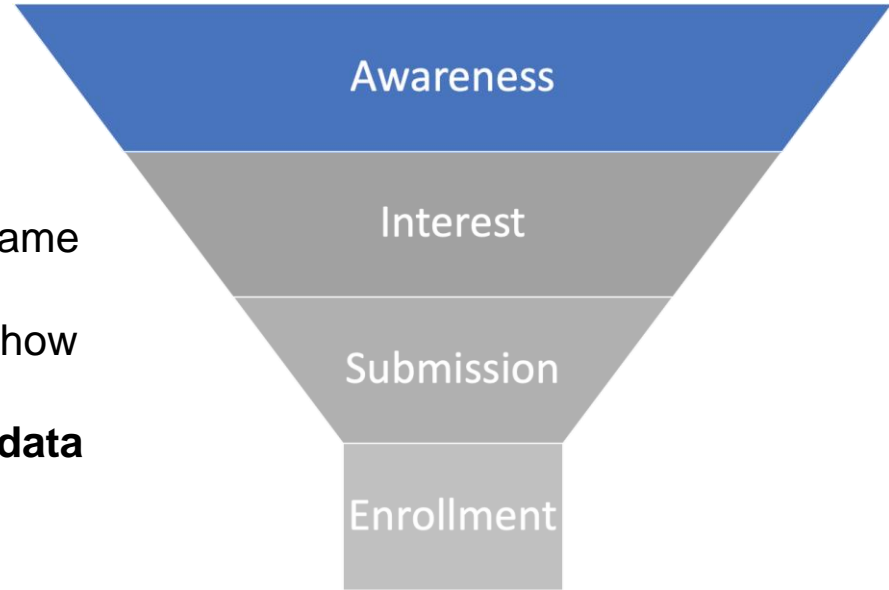
Goal 2: Convert Leads into Enrolls

- Traditional Approach
    - Untrackable except through voluntary forms
- Digital Approach
    - Much easier to track

- **Relevant Metrics:**
    - Number of (Enrollments)
    - Cost per (Enrollment)
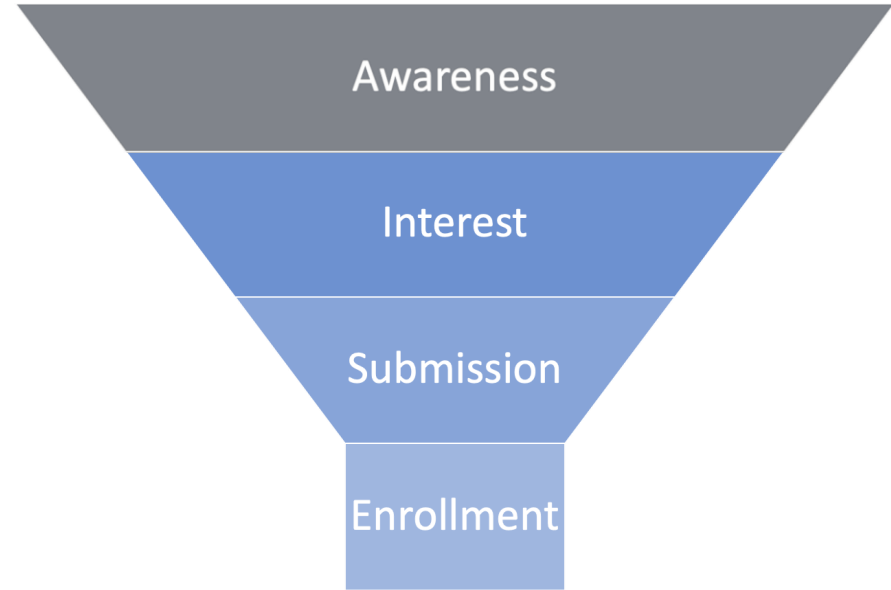
Key Performance Indicators

Goal 1: Increase Awareness

➢ **Cost per Lead***
  - Imperfect metric*

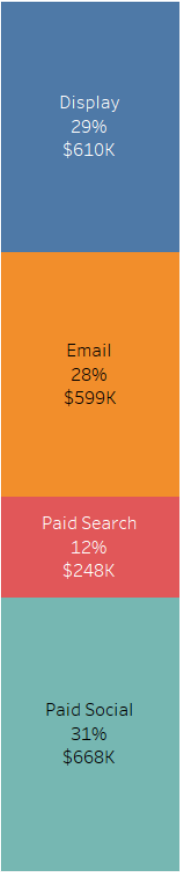Goal 2: Convert Leads into Enrolls

➢ **Cost per Enrollment**

Other Potentially Important Goals
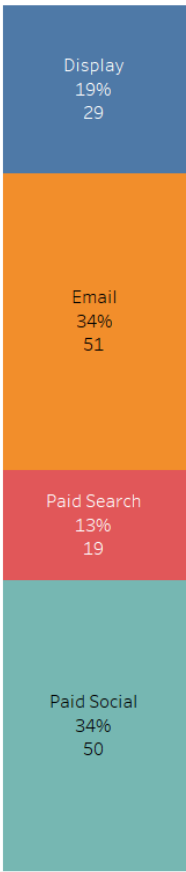
- Under Goal 1
    - Increasing International Recognition
    - Boost prestige of American University
- Miscellaneous
    - Achieve student body diversity
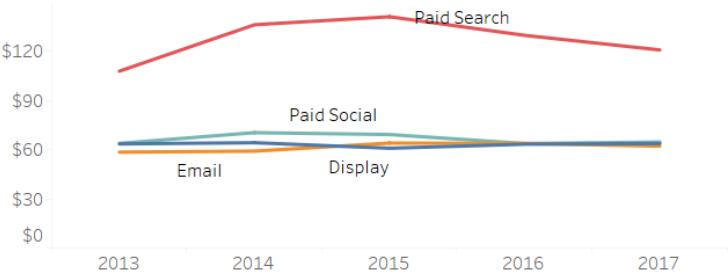   - Attract top prospect students

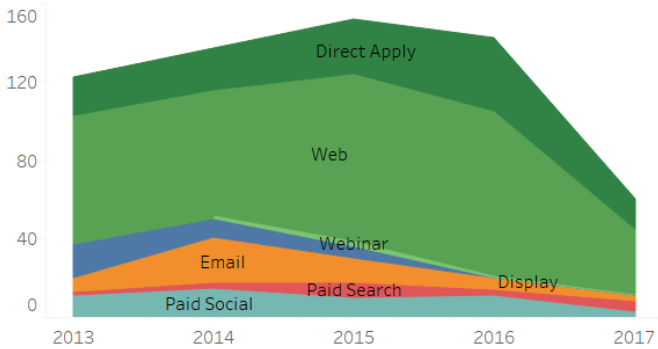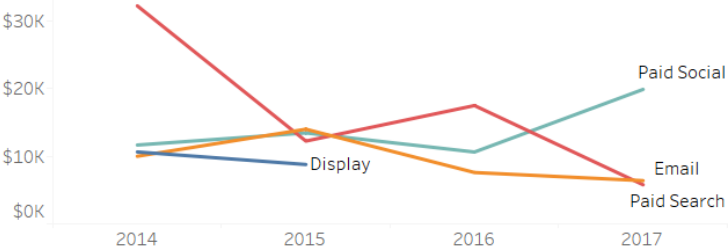# Our Dashboard

Spend

Display
29%
$610K

Email
28%
$599K

Paid Search
12%
$248K

Paid Social
31%
$668K

Enroll

Display
19%
29

Email
34%
51

Paid Search
13%
19

Paid Social
34%
50

Cost per Lead by Year

Paid Search

Paid Social

Email   Display

$120
$90
$60
$30
$0

2013   2014   2015   2016   2017

Cost per Enroll by Year

Paid Social

Display

Email

Paid Search

$30K
$20K
$10K
$0K

2014   2015   2016   2017

Most Recent KPIs (2017)

	Email	Paid Search	Paid Social
Cost per Lead	$62	$121	$65
Cost per Enroll	$6.4K	$5.8K	$19.8K

Enrollments by Channel

Direct Apply

Web

Webinar

Email

Paid Search

Display

Paid Social

160
120
80
40

2013   2014   2015   2016   2017

Enrollments by Domestic/International

Domestic

International

160
120
80
40
0

2013   2014   2015   2016   2017
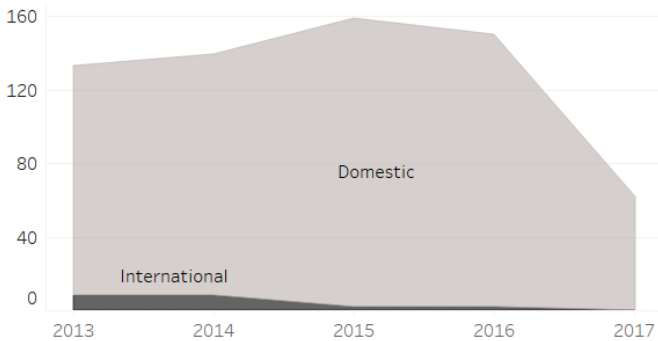
States with High Enrollment

Gran..	VA	MD	CA	TX	NY	DC
54%	16%	12%	7%	7%	6%	6%

Insight #1:

Total enrollments through organic sources are decreasing.

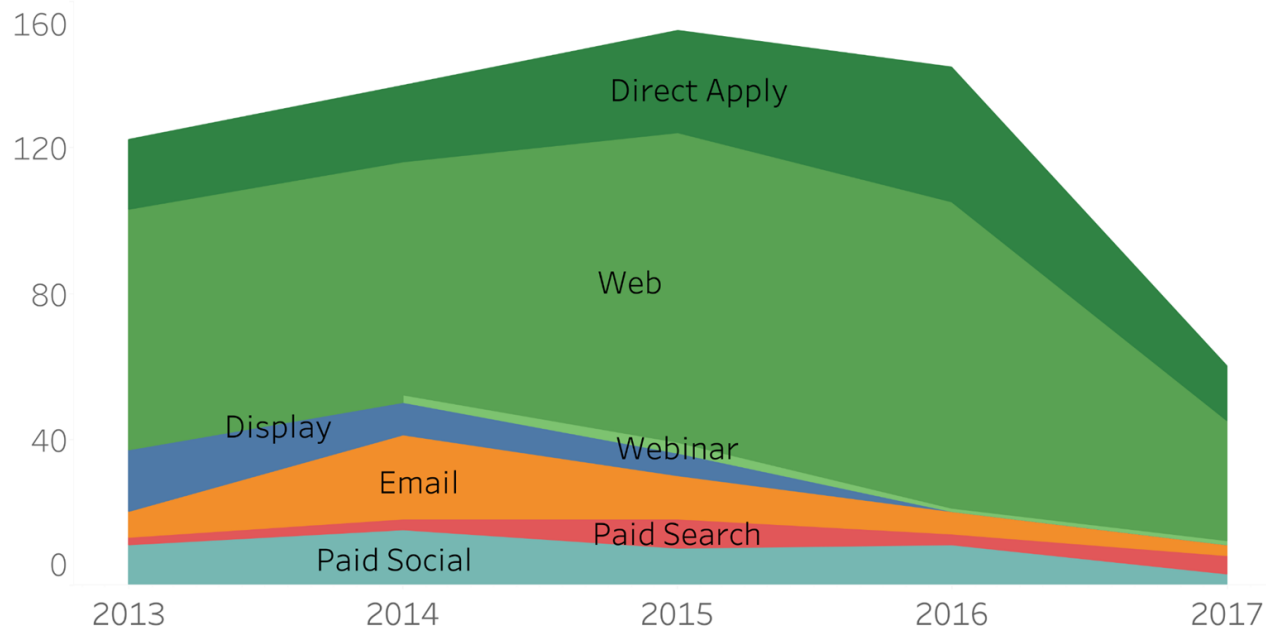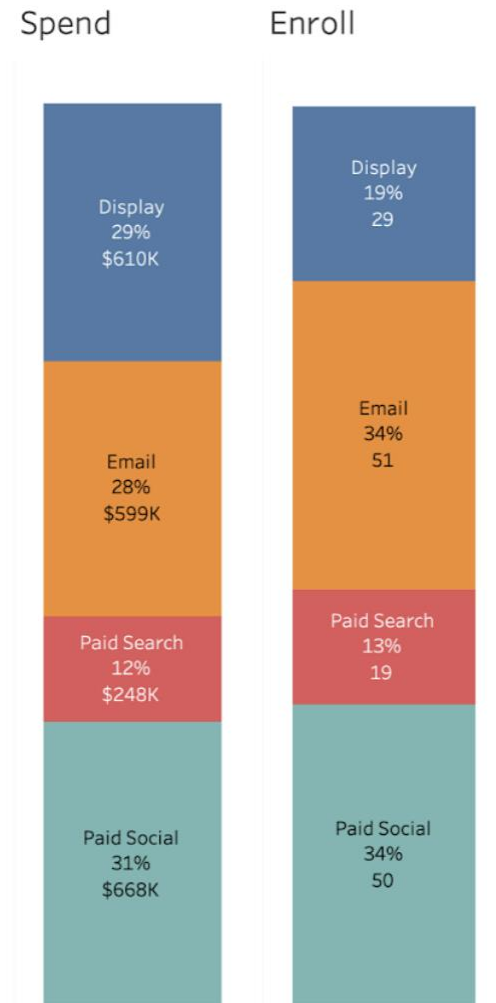# Drop in Enrolls in Organic Channels
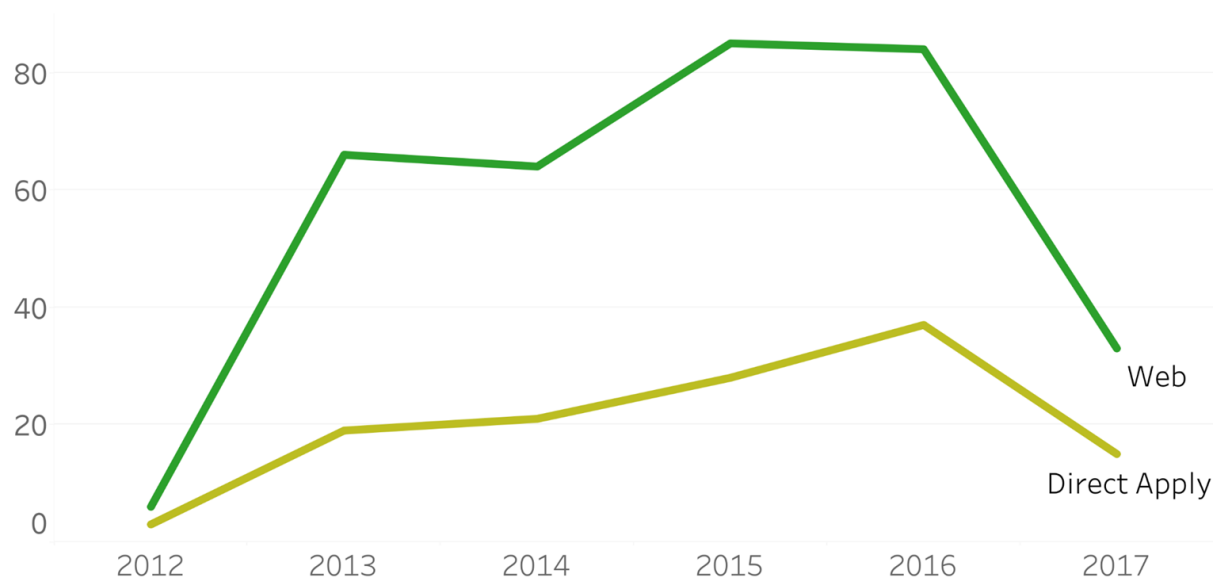
Insight #2

Organic Source bring in maximum enrollments

Enrollments by Channel

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2013   2014   2015   2016   2017
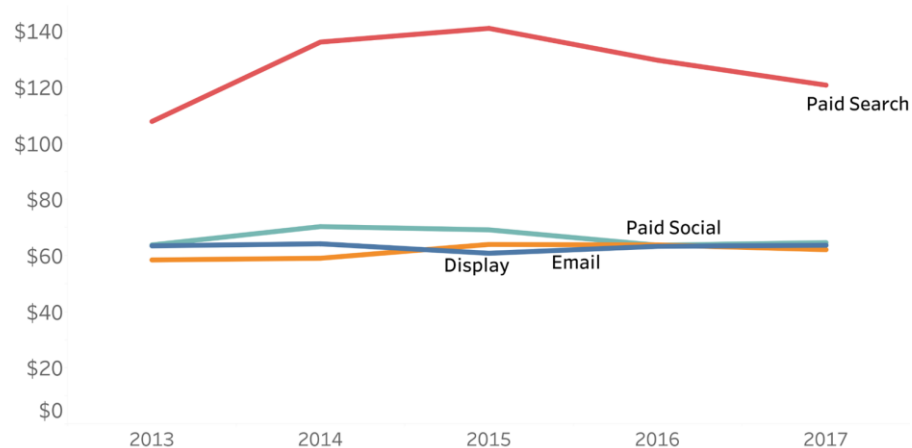
Insight #3

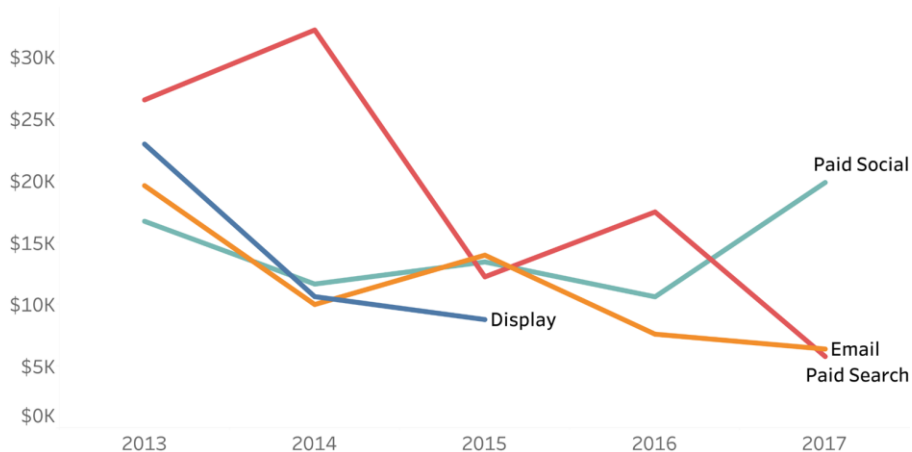Not all paid channels are created equal

KPI's Over Time

- Leads from Paid Search are not cheap
- Email and Paid Search are getting more cost-effective
- Paid Social is getting less cost-effective

Cost per Lead by Year

Cost per Enroll by Year

Most Recent KPIs (2017)

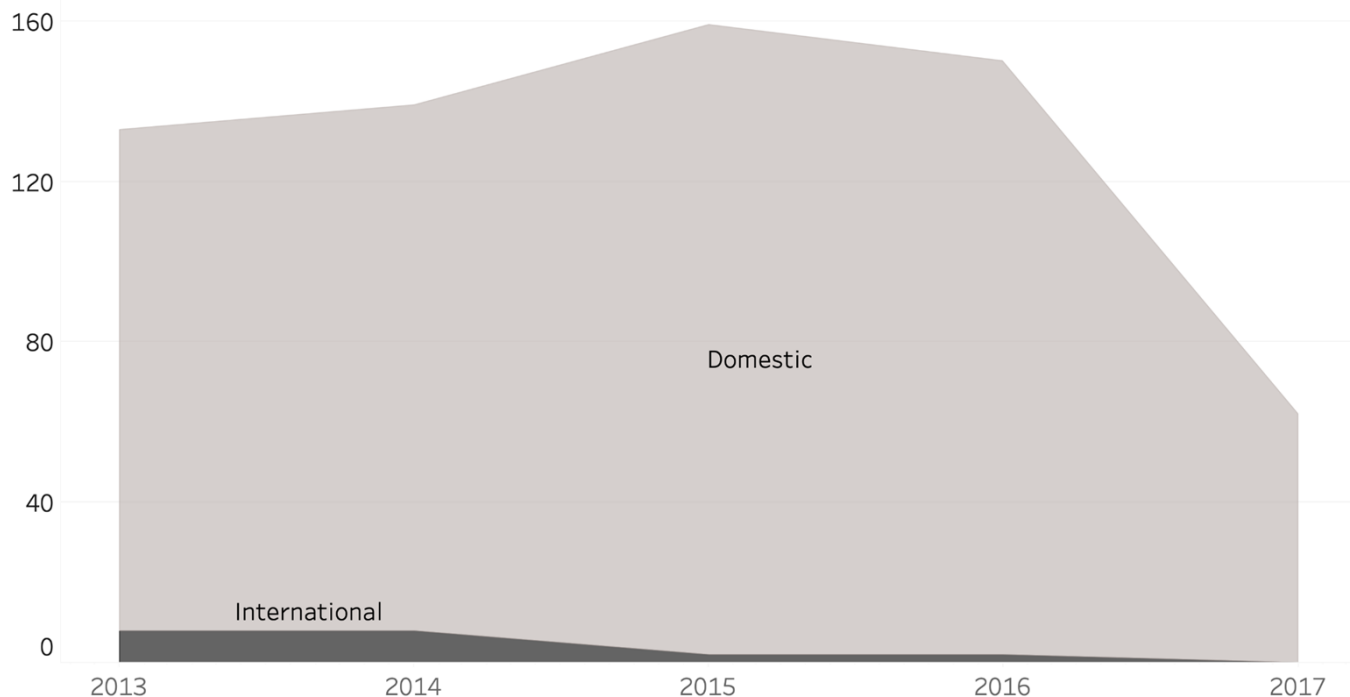|	Email	Paid Search	Paid Social
Cost per Lead	$62	$121	$65
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Insight #4

- International students are a very small percentage of enrollments.

- Among domestic students, 54% come from just 6 states.

Enrollments by Domestic/International

STATES WITH HIGH ENROLLMENT RATES

States	% Enrolled
Virgina	16
MaryLand	12
California	7
Texas	7
New York	6
District of Columbia	6
Grand Total	54

States with High Enrollment

© 2022 Mapbox © OpenStreetMap
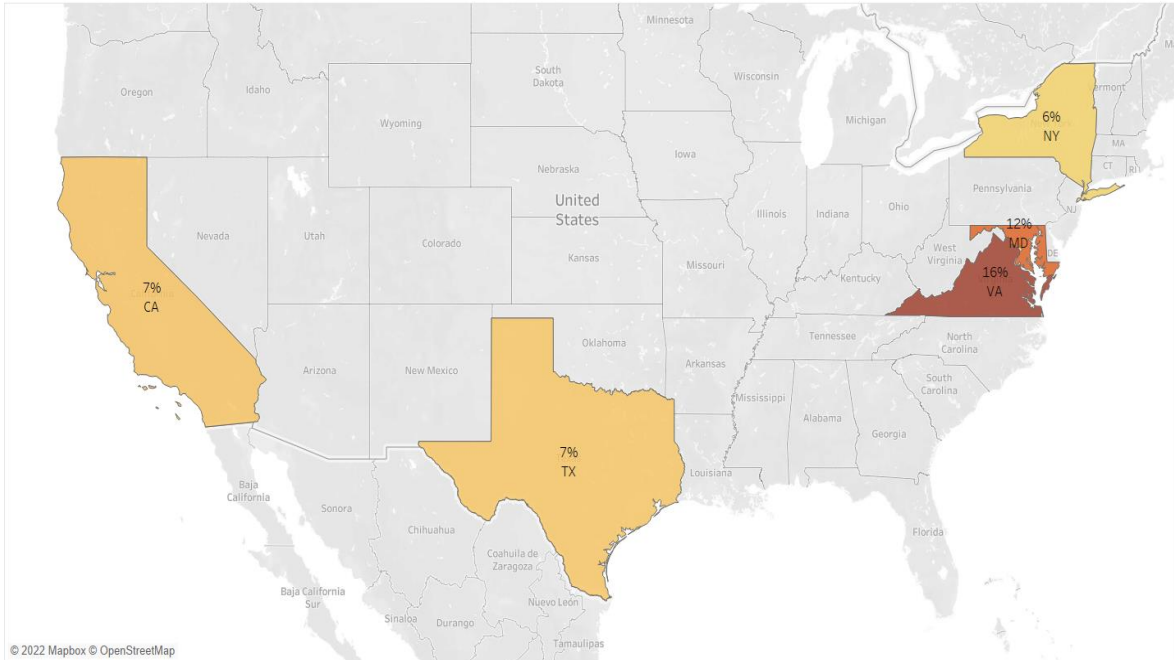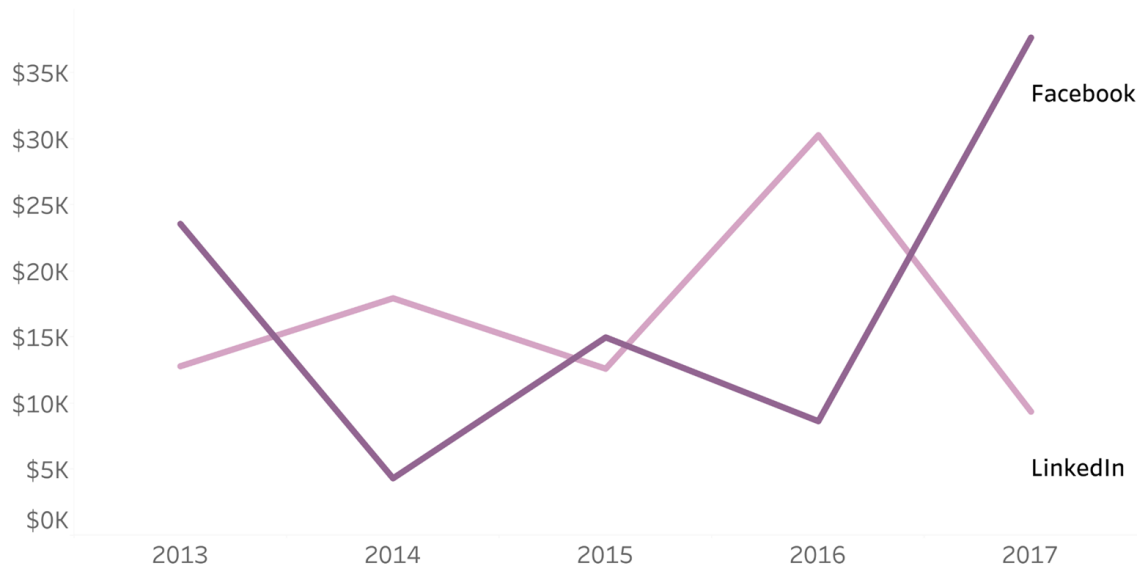
Insight #5

- Not all Paid Social channels are created equal.
- <u>Note:</u> Only 3 total enrollments between FB and LI in 2017

Cost per Enroll: FB vs LI
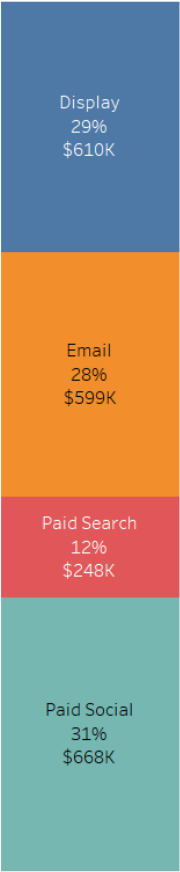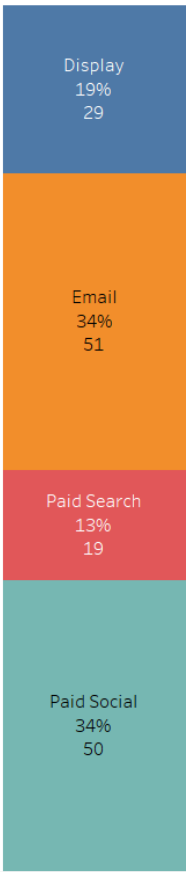
Facebook vs LinkedIn

		App.Enroll	Cost per Enroll	Lead.Cost
Facebook	2016	10	8,631	86,312
	2017	1	37,638	37,638
LinkedIn	2016	1	30,260	30,260
	2017	2	9,353	18,706

Spend
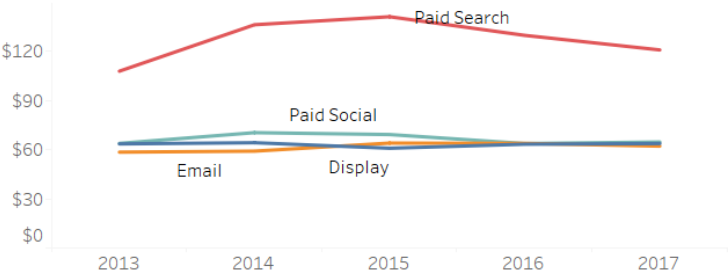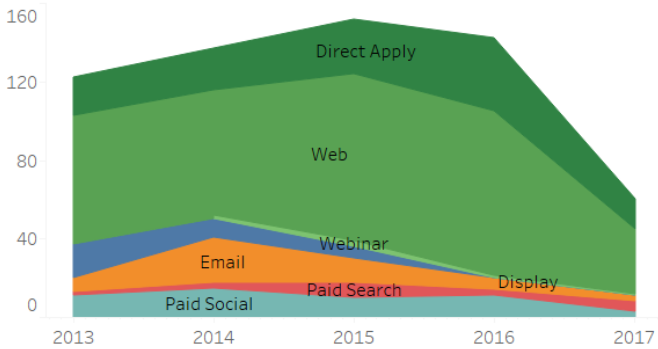
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Cost per Lead by Year

Paid Search

Paid Social

Email   Display

Cost per Enroll by Year

Paid Social

Display

Email

Paid Search

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Webinar

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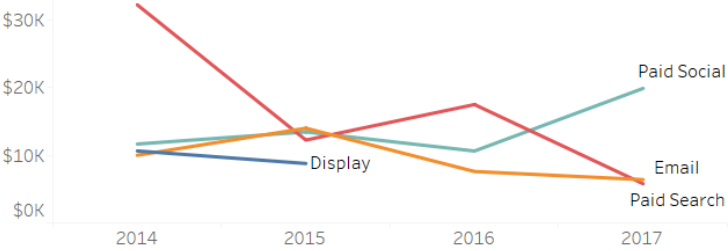
Paid Search

Paid Social

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International
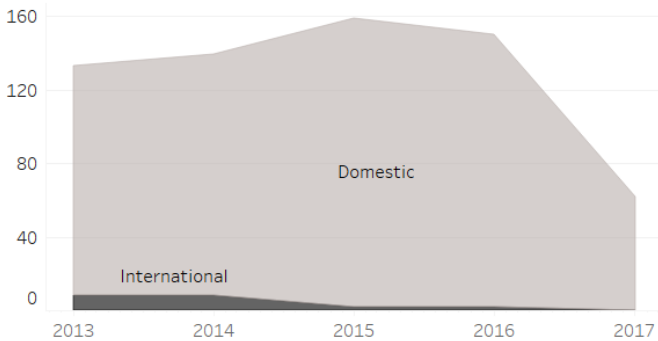
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Logistic Regression: Lead Quality

Submission ~ Lead Category (Broad):

- Organic had positive effect
- Paid had negative effect
  - Paid Search positive but not significant

Lead Category	Estimate	p Value
Direct Apply	1.80	<0.0001*
Web	0.69	<0.0001*
Webinar	0.88	.008*
Display	-0.39	.03*
Paid Social	-0.35	.048*
Email	-0.14	.435
Paid Search	0.37	0.059

Logistic Regression: Applicant Strength/Commitment

(Among those who submitted):

Enrollment ~ Lead Category (Broad)

- Significant, positive effect for Web and Webinar

Lead Category	Estimate	p Value
Direct Apply	0.67	0.1
Web	1.10	0.006*
Webinar	1.75	.012*
Display	0.19	.67
Paid Social	0.72	.09
Email	0.47	.267
Paid Search	0.44	0.35

Conclusion

Revisiting KPIs

Goal 1: Increase Awareness
- ➢ Cost Per Lead
  - ○ Early-funnel marketing channels (Display, Paid Social)

Goal 2: Convert Leads into Enrolls
- ➢ Cost per Enroll
  - ○ Down-funnel marketing channels (Paid Search, Email)

Goal 1: Increase Awareness

All Years Overall: **$68/Lead**

- Paid Social: **$66/Lead**
- Paid Search: **$129/Lead**
- Email: **$61/Lead**
- Display: **$63/Lead**

2017 Overall: **$70/Lead**

- Paid Social: **$65/Lead**
- Paid Search: **$121/Lead**
- Email: **$62/Lead**
- Display: **$63/Lead**

Goal 2: Convert Leads into Enrolls

Overall: $**14.4k/Enroll**

- Paid Social: $**13.4k/Enroll**
- Paid Search: $**15.7k/Enroll**
- Email: $**11.7k/Enroll**
- Display: $**19.8k/Enroll**

Last Year: $**13.1k/Enroll**

- Paid Social: $**19.8k/Enroll**
- Paid Search: $**5.8k/Enroll**
- Email: $**6.4k/Enroll**
- Display: **NA**

What is a "good" Cost per Enrollment?

(~$11.1k - $44.8k) *per **year**→*   **30% = ($3.3k - $13.4k)**
        (6 credit hours → 12 credit hours)

(~$22.4k - $93.3k) *per **degree** →*   **30% = ($6.7k - $28k)**
        (Certificate → Doctorate)

Conclusions and Recommendations

Goal 1: Increase Awareness

More data required

Different data needed to compare to traditional

Goal 2: Convert Leads into Enrolls

Definitely Keep Paid Search and Email