



American University Marketing

Improving Cost Per
Enrollment



The Team



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Current State

\$13k

Cost Per Enroll

**\$2.3
Million**

Total Lead Spending

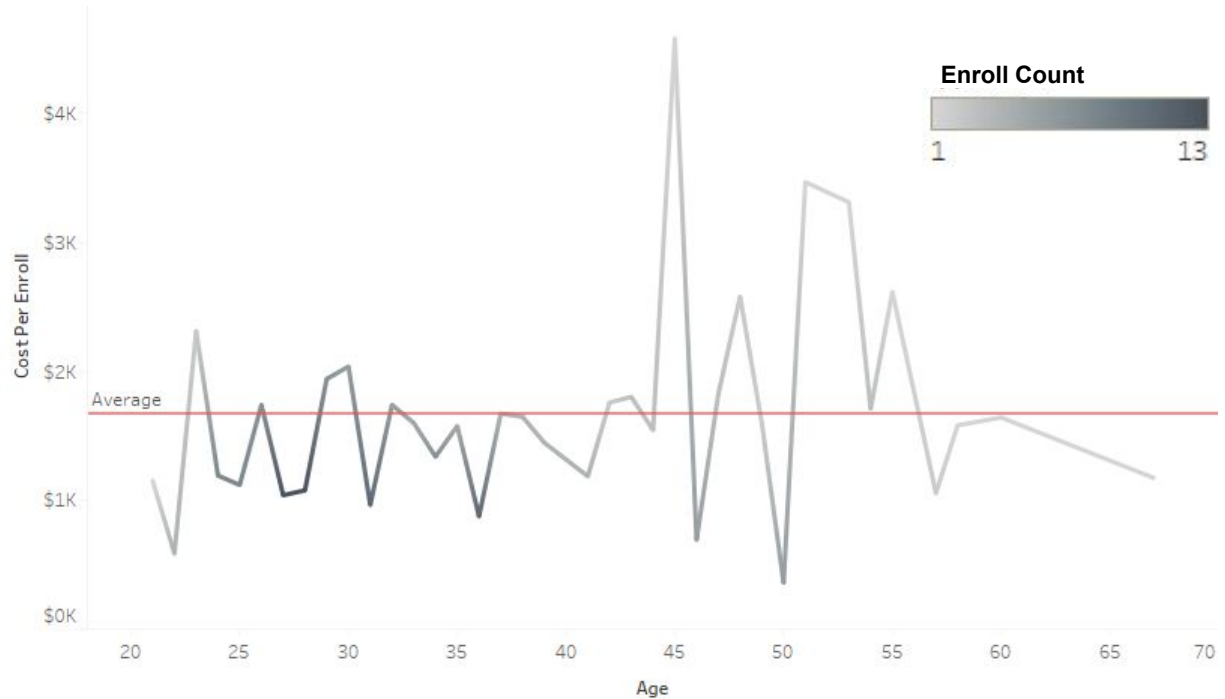
12

Marketing Channels

Age

Leads age 22-35 have the highest enrollment.

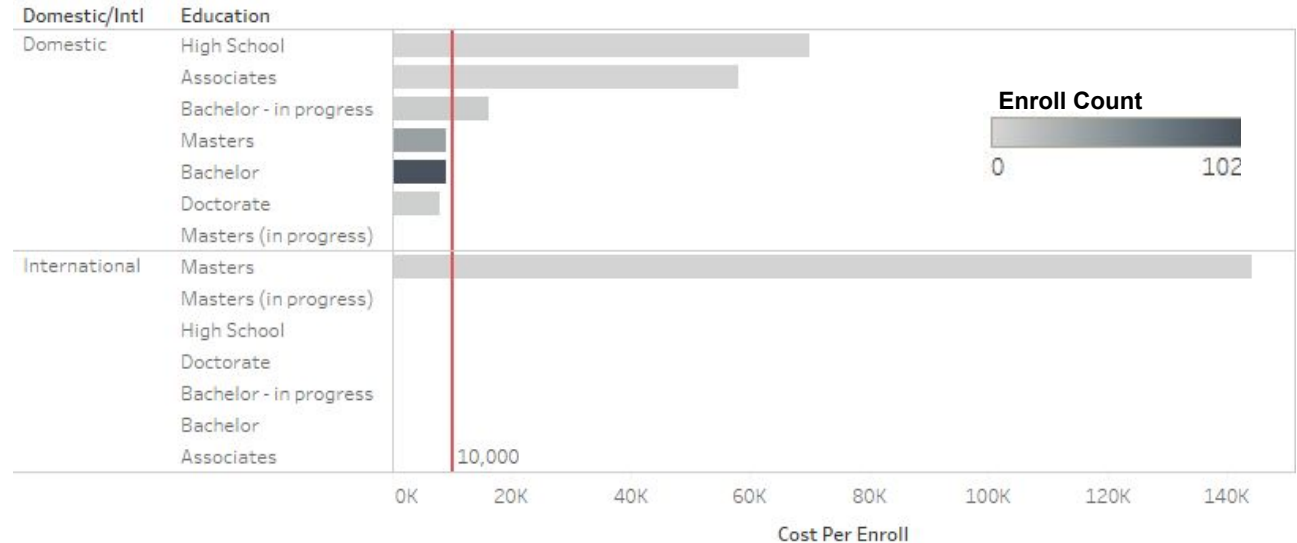
Cost Per Enroll varies greater after 44 years old.



Education

For domestic student, high school students and associates students have higher CPE.

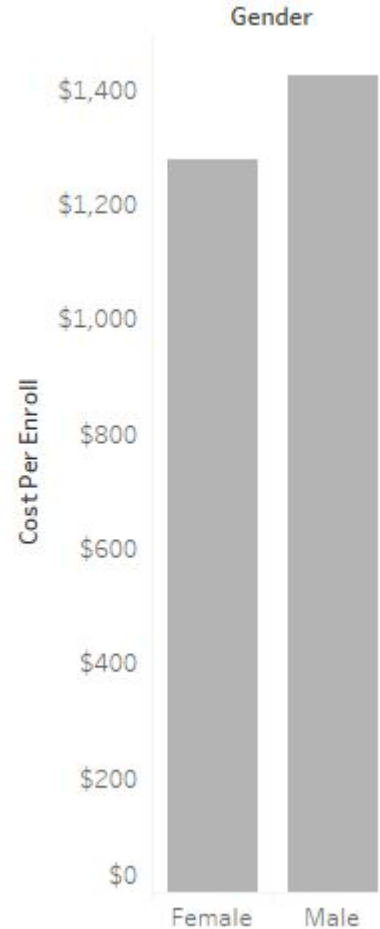
Leads with bachelor's degree have the highest enrollment.
International students have an extremely high cost per enroll at \$140k.



Gender

Male students have higher CPE.

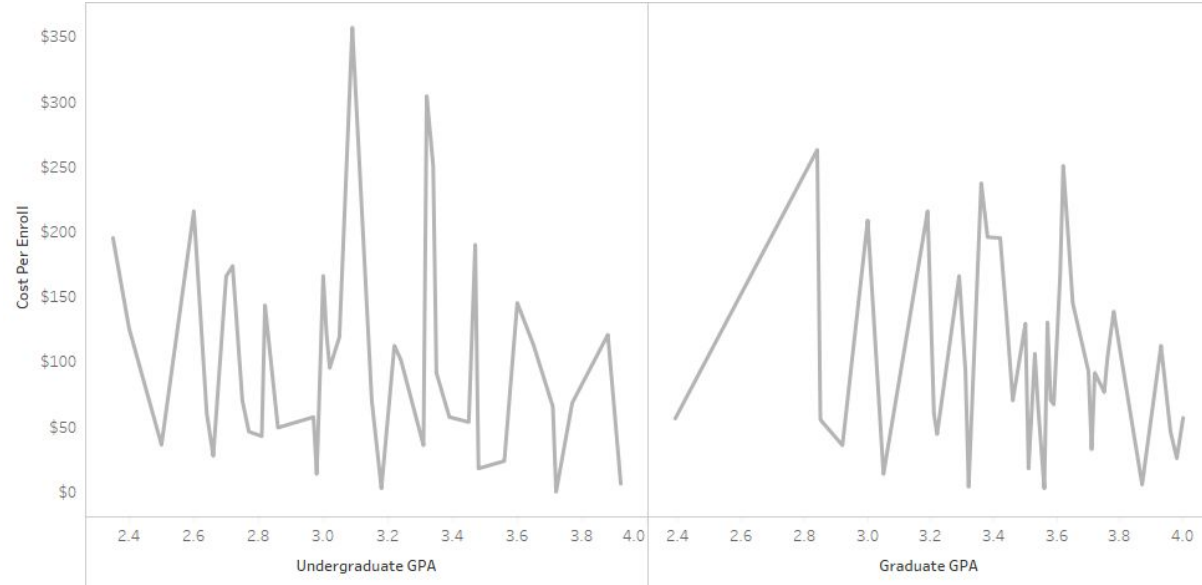
Cost Per Enroll for each Gender.
The view is filtered on Gender,
which keeps Female and Male.
There is a marginal difference in
cost per enrollment and gender.
Meaning gender may not be import
to focus on.



GPA

For undergraduate students, GPA between 3.0 and 3.2 has higher CPE.

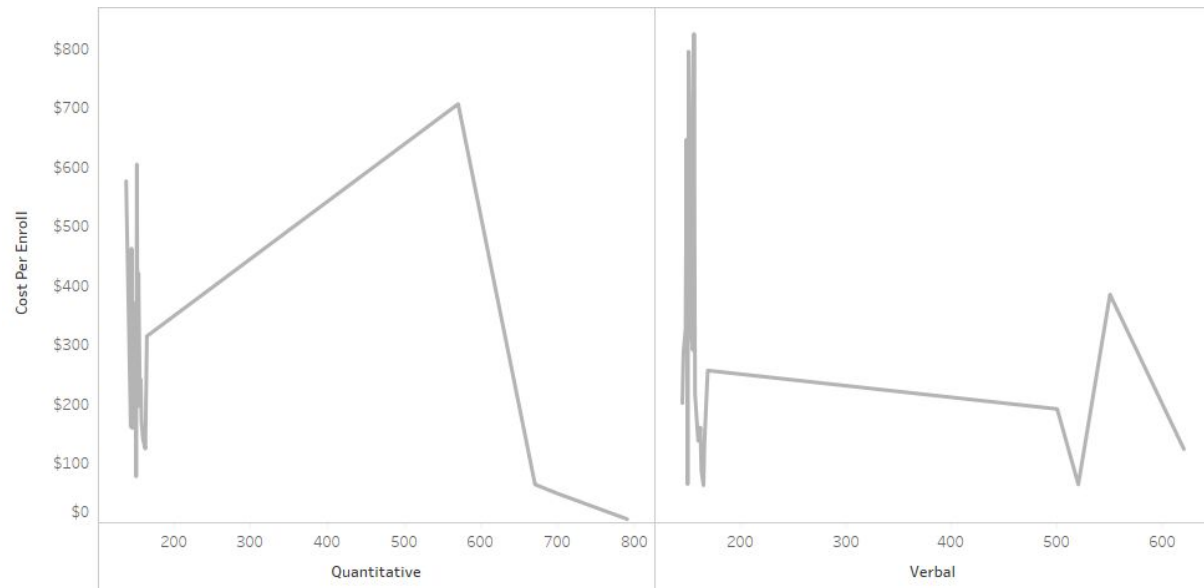
For graduate students, GPA between 2.8 and 3.0 has higher CPE.



GRE

Cost Per Enroll varies greatly by GRE for Quantitative and Verbal tests.

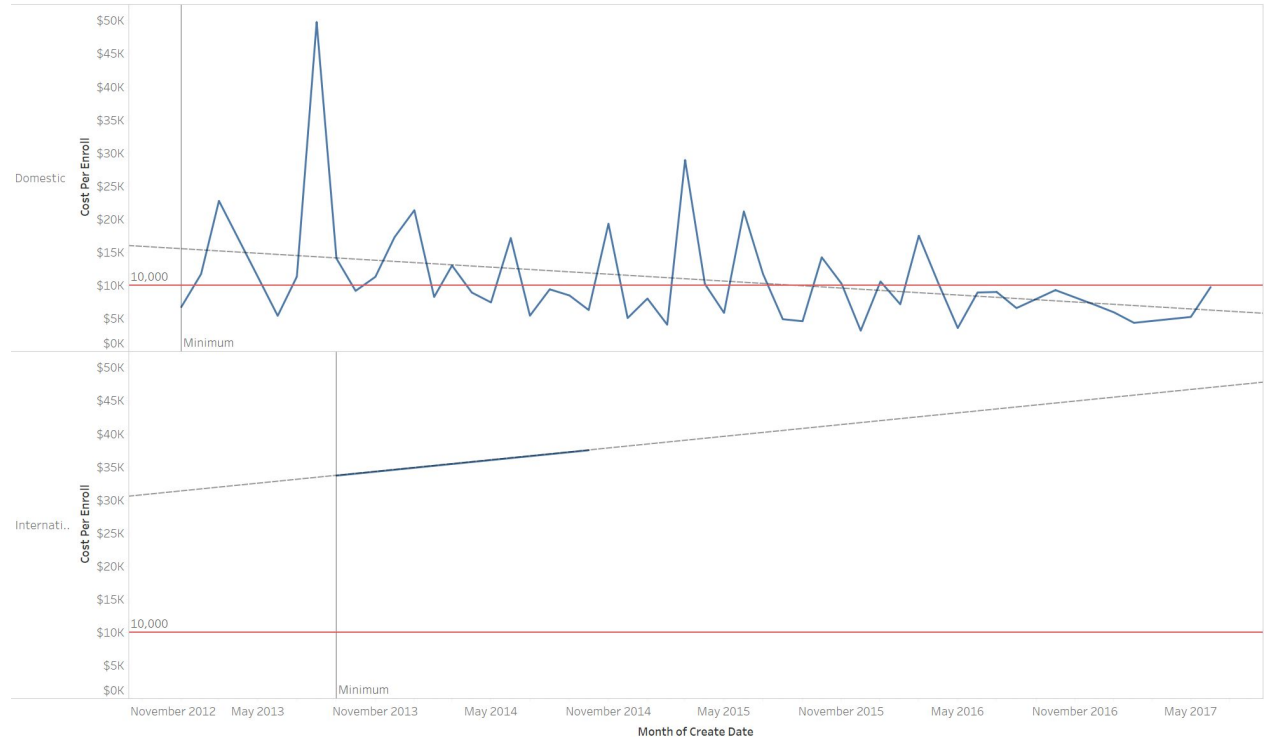
We filter all non-paid channel so this might not be a good indicator.



Trending Cost Per Enrollment

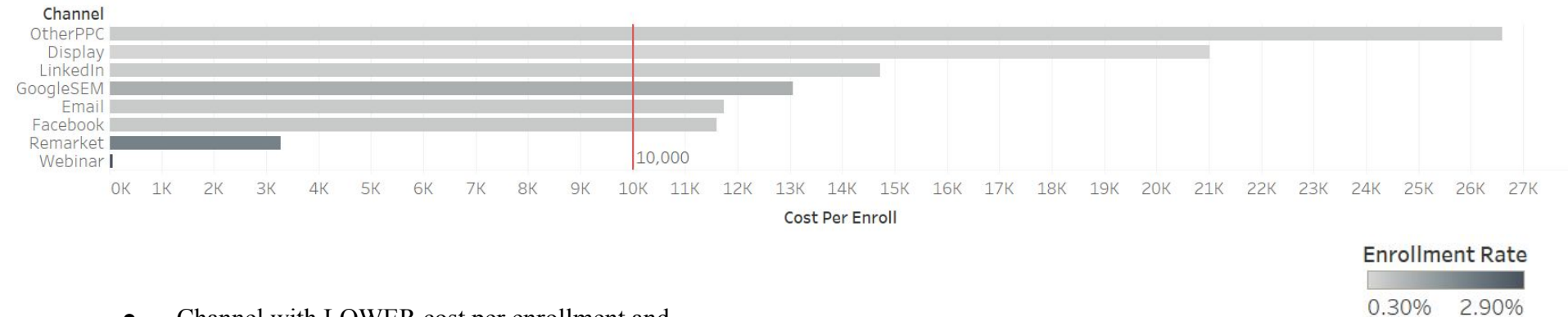
- Obviously improvement on marketing strategy in the United States.
- Improvement needed in the international market.

Trending Cost Per Enroll



Lead Sources(CPE)

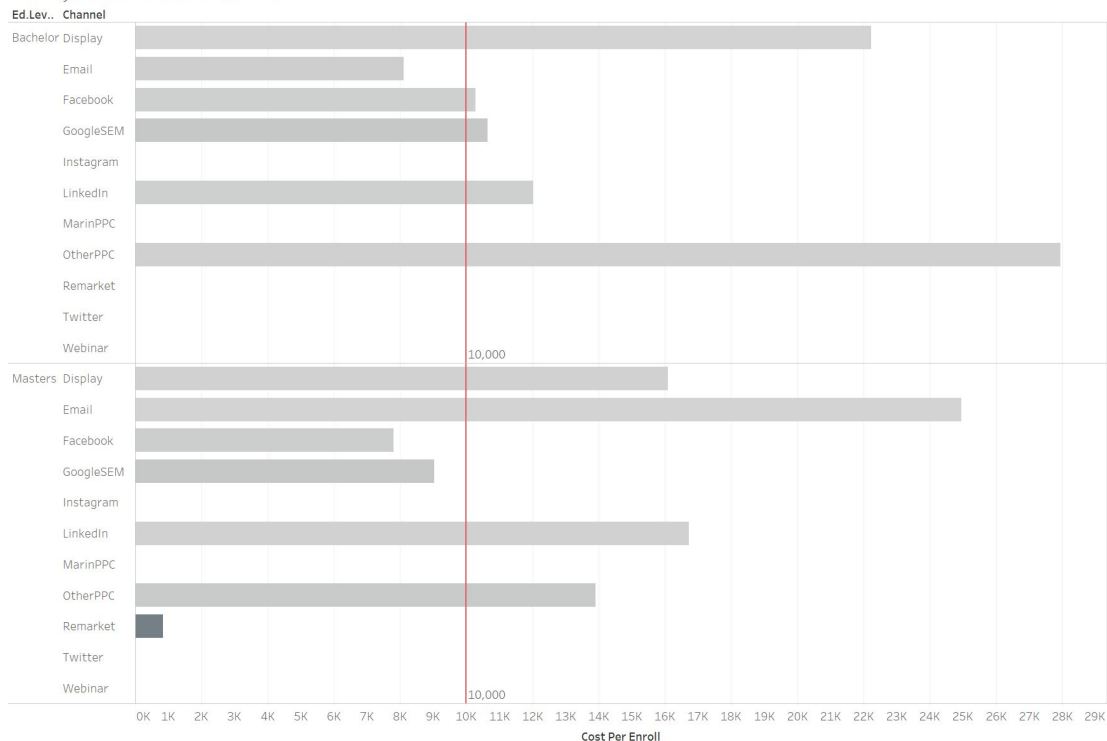
CPE By Source



- Channel with LOWER cost per enrollment and HIGHER enrollment rate are preferred.
- Cost per enrollment of the channel that exceed 12k should be consider to be optimized on marketing strategy.

Attributes of a Lead

CPE By Source X Education Level



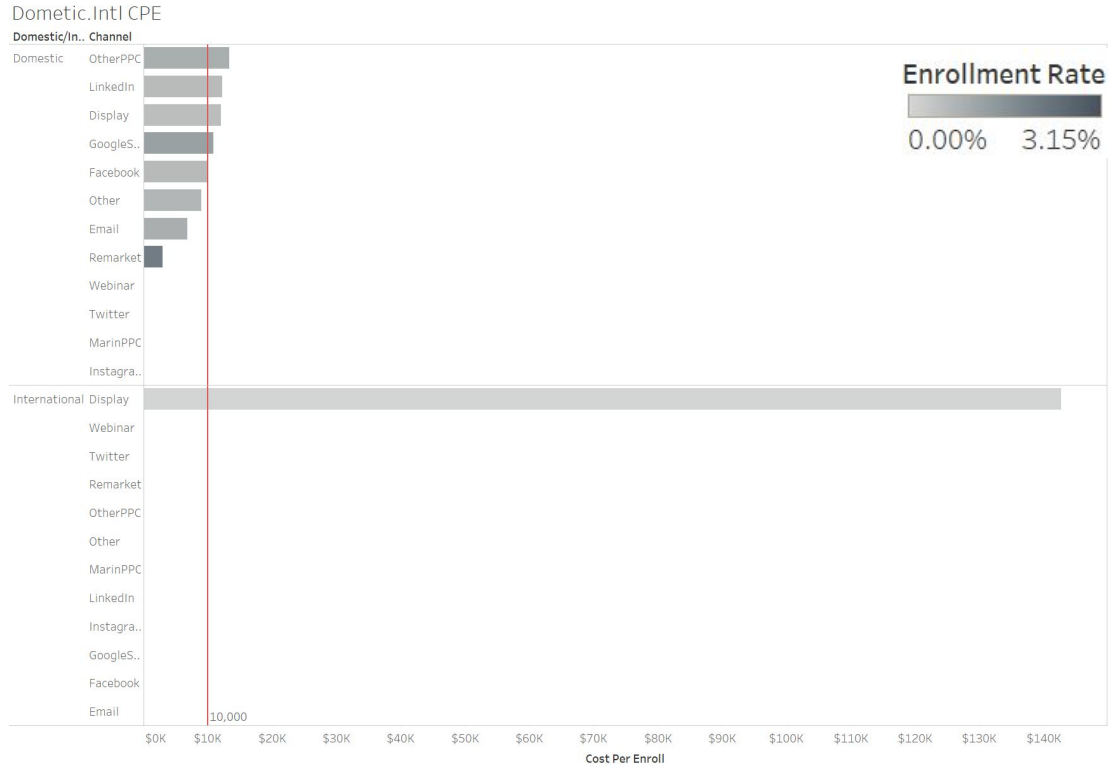
rate of enrollm..



0.00% 12.50%

Domestic/International Leads

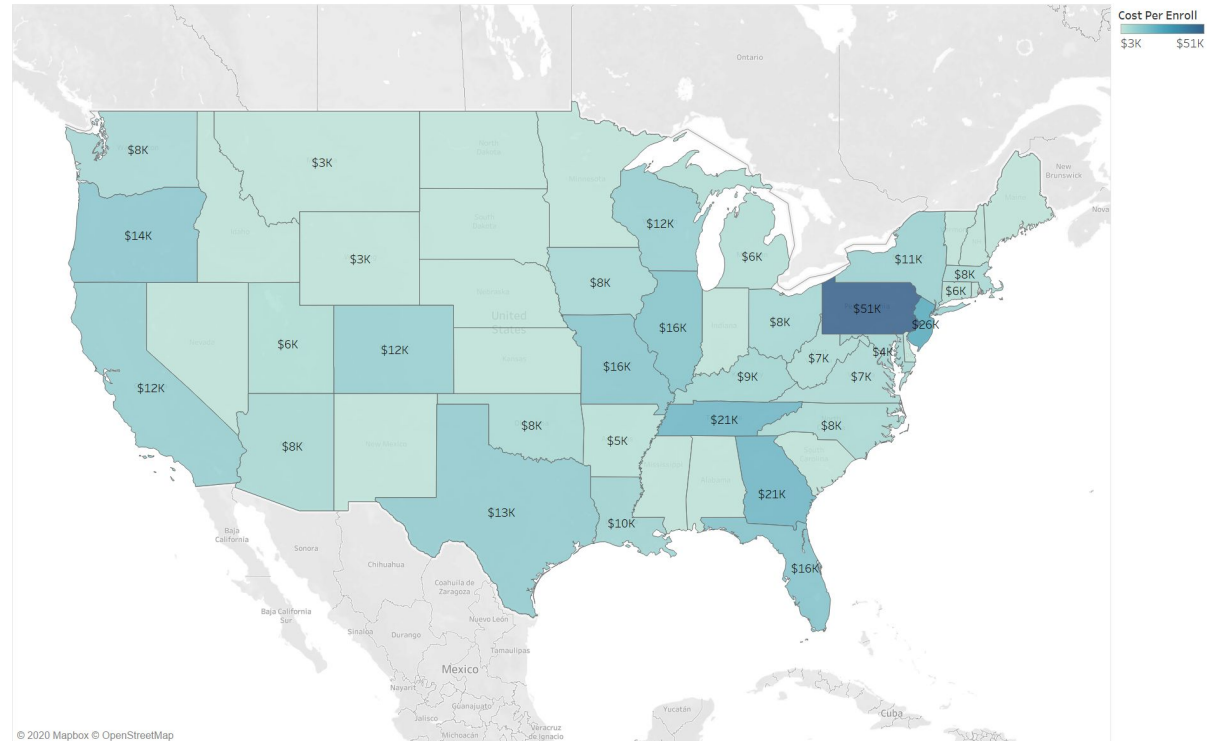
- The cost per enrollment for the international lead is only in Display.
- Remarket is one of the least CPE but has the highest enrollment rate.
- Other sources showed a high enrollment rate but with a higher cost per enrollment.



Cost per enrollment by State

- The map shows that some states have a high cost per enrollment with a least count of enrolls.
- The comparison based on the map.

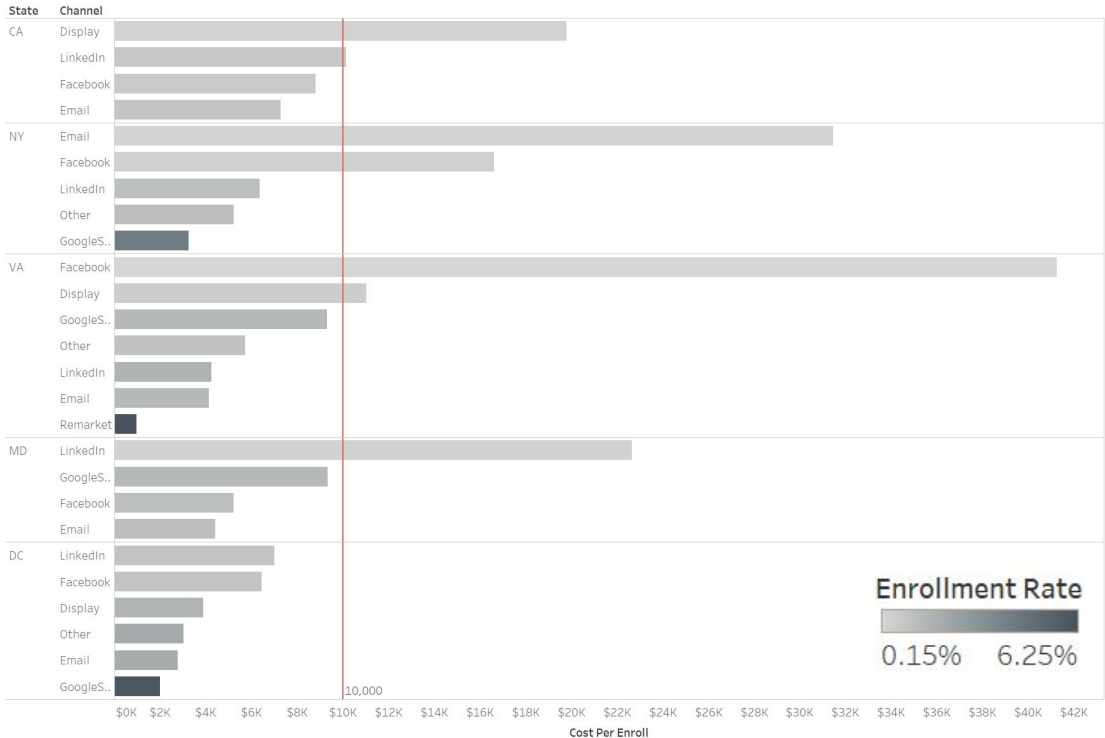
Map CPE



Geography and Lead Sources

- Filtered down to the highest five States.
- In VA it shows that Facebook has the highest cost per enroll.
- Email is effective in most of the States.
- Some Channels getting a high Cost Per Enrollment.

Domestic CPE By State.Src (2)



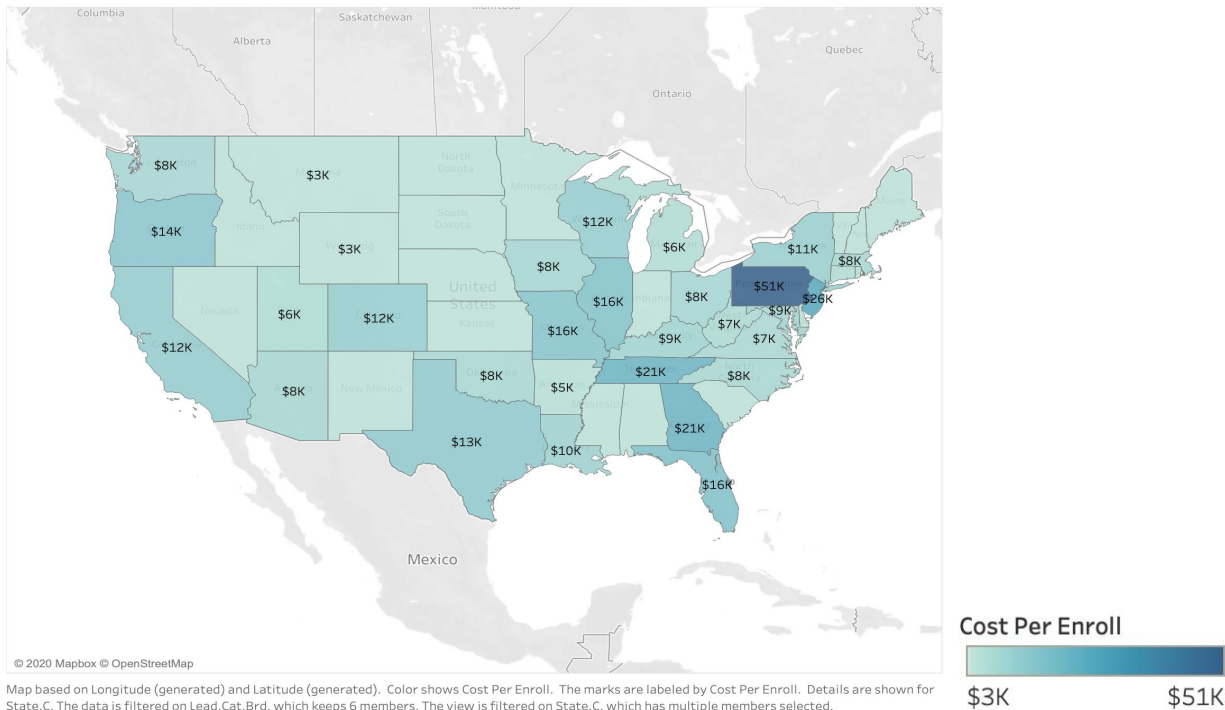
Summary: Cost Per Enrollment by Source

- Email and Facebook are the source that perform the best for enrollment. They are in the range of 12k – 10k.
- Linkedin and GoogleSEM are doing ok, but we need to do something to make them performing better.
- Display and otherPPC are lead source that we need pay more attention. Those part spent too much money.

Summary: Cost Per Enrollment by Geography

- We see here that Kansas has the highest cost per enrollment
- Virginia also has a high cost per enrollment but this is okay as Virginia generated the most enrollments
- It may make sense to stop spending marketing dollars in areas that did not produce a decent amount of enrollments

Map CPE



Impact: Targeting the Lead

22-35

Years Old

183%

Increase in Enrollment

Impact: Targeting the Lead

Bachelor

Highest degree earned

135%

Increase in Enrollment

Impact: Target States with Enrolls

\$141k

Spent on States with No
Enrollment

15

New Enrollments

Impact: Re-direct Channel Spending *(Virginia)*

\$70k

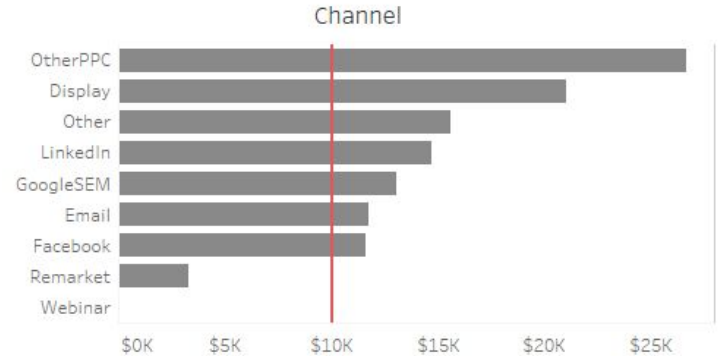
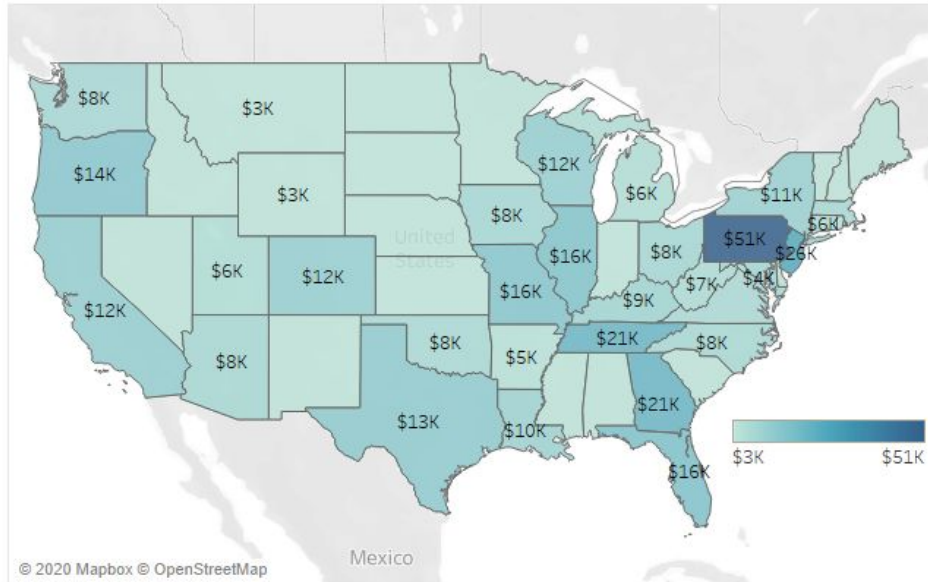
Spent on channels with 0
enrolls or over \$10k cost per
enroll

17

New Enrollments
when \$70k spent on LinkedIn

The Dashboard

Cost Per Enroll



Highest Education



Age

