

Search Name Data

Office of Marketing and Brand Management

2019-07-26

Basic Description

BELOW IS A SUMMARY of search campaigns broken down by HS class from the past four fiscal years. They include the date of purchase, the quantity of names purchased, the actual number of new leads to our database once duplicates were deleted, the performance through the funnel, and the cost.

Senior Lead Performance

	Vend	Class	Quant	Lead	Inq	App	Adm	Enr	Inq.	App.	Enroll.	Total.Cost
15-Nov	NC	SR	10,671	7,225	191	128	107	29	2.64%	1.77%	0.40%	\$4,268.40
16-Jun	CB	SR	5,978	5,623	632	369	302	121	11.24%	6.56%	2.15%	\$2,391.20
16-Jun	NC	SR	6,856	4,095	202	97	80	25	4.93%	2.37%	0.61%	\$2,742.40
16-Oct	NC	SR	8,021	7,051	152	66	51	7	2.16%	0.94%	0.10%	\$3,368.82
17-Jun	CB	SR	19,768	16,522	798	431	382	94	4.83%	2.61%	0.57%	\$8,302.56
17-Jun	NC	SR	2,675	1,044	67	46	40	12	6.42%	4.41%	1.15%	\$1,123.50
17-Oct	CB	SR	2,440	2,279	183	118	103	23	8.03%	5.18%	1.01%	\$1,049.20
17-Oct	NC	SR	1,126	424	18	15	14	3	4.25%	3.54%	0.71%	\$484.18
18-Feb	CB	SR	1,608	9,464	103	60	47	12	1.09%	0.63%	0.13%	\$691.44
18-Feb	NC	SR	1,027	243	15	7	6	2	6.17%	2.88%	0.82%	\$441.61
18-Oct	CB	SR	45,951	35,634	386	261	194	30	1.08%	0.73%	0.08%	\$20,677.95
18-Oct	NC	SR	7,242	2,975	36	24	20	3	1.21%	0.81%	0.10%	\$3,258.90

Junior Lead Performance

	Vend	Class	Quant	Lead	Inq	App	Adm	Enr	Inq.	App.	Enroll.	Total.Cost
16-Mar	CB	JR	8,320	6,935	1,449	915	825	306	20.89%	13.19%	4.41%	\$3,328.00
17-Feb	CB	JR	9,454	7,334	1,401	875	780	229	19.10%	11.93%	3.12%	\$3,970.68
17-Oct	CB	JR	12,000	13,015	1,820	1,035	951	179	13.98%	7.95%	1.38%	\$5,160.00
17-Oct	NC	JR	6,703	2,556	163	70	63	16	6.38%	2.74%	0.63%	\$2,882.29
18-Feb	CB	JR	27,728	25,270	1,598	867	759	154	6.32%	3.43%	0.61%	\$11,923.04
18-Feb	NC	JR	34,087	21,315	483	134	114	20	2.27%	0.63%	0.09%	\$14,657.41
19-Feb	CB	JR	9,995	9,649	425	1	1	0	4.40%	0.01%	0.00%	\$4,497.75

Junior and Senior Mix

For one particular purchase in FY17, the breakdown by HS class is not available.

	Vend	Class	Quant	Lead	Inq	App	Adm	Enr	Inq.	App.	Enroll.	Total.Cost
16-Dec	CB	JR & SR	15,237	16,227	839	528	454	85	5.17%	3.25%	0.52%	\$6,399.54
16-Dec	NC	JR & SR	13,484	6,954	417	194	175	51	6.00%	2.79%	0.73%	\$5,663.28

Conclusions

- Overall, HS Juniors out-perform Seniors.
- In FY19, we have run one search campaign to-date, focused exclusively on out-of-state Juniors. The rationale for this is three-fold:
 - juniors beginning their college search process
 - our goal of continued growth out-of-state
 - a lower-than-expected search budget
- In addition, we launched our Spring Travel campaign, which, for the first time, began building awareness out-of-state for our RSP tuition rates.