

SCM 651 Business Analytics

Team 4: Seth J Rissmiller, Frederick B Lamarca III, and Maria Ng

Recruiting Advertising Strategy

1.

whitman.syr.edu

Based on the data collected for this campaign we have concluded that this is an effective campaign. The total cost of the campaign was relatively low for the time that it ran (roughly \$5,385.64 a month) and generated a relatively low cost per click (\$3.93 per click). The bounce rate was the lowest of all other campaigns at 78%, meaning that 22% of the sessions lead to additional activity on the site by the end user. In terms of sessions roughly 1,608 sessions had additional activity after the first click which is much higher than the other three campaigns.

MBA Marketing – iMBA

Based on the data collected for this campaign we have concluded that this is not an effective campaign. The total cost of the campaign was high for the time that it ran (roughly \$9,190 a month) and generated the highest cost per click out of all the campaigns (\$13.91 per click). The bounce rate was the highest of all other campaigns at 89.5%, meaning that 10.5% of the sessions lead to additional activity on the site by the end user. In terms of sessions roughly 332 sessions had additional activity after the first click which is an extremely low level of activity.

MBA Marketing – Full-time

Based on the data collected for this campaign we have concluded that this is an effective campaign. Although the total cost of the campaign was high for the time that it ran (roughly 14,484 month) and generated the highest cost per click out of all the campaigns (\$12.32 per click) the bounce rate was much lower than the previous campaign (82%). In this case 18% of sessions generated additional activity after the initial click totaling 772 sessions, which is more than double the sessions generated from the iMBA campaign.

Delta

Based on the data collected for this campaign we have concluded that this is not an effective campaign. The delta campaign cost roughly \$80,000 to run and produced significantly less results when compared to the iMBA campaign. Coming in at only \$2,000 less in cost and producing 30 cumulative session numbers where the iMBA campaign produced 3,170 in total

and 332 sessions where additional actions were taken after arriving at the campaign landing page.

Table #1: Campaign

Campaign	TimeFrameBegin	TimeFrameEnd	Total Cost	Cost Per Click
whitman.syr.edu	Feb 26th 2011	Aug 26th 2011	37699.45	\$ 3.93
MBA Marketing – iMBA	Feb 2 nd 2012	Oct 26 th 2012	82710.98	\$ 13.91
MBA Marketing – Full-time	Sep 26th 2012	July 1st 2013	159324.51	\$ 12.32
Delta	Sep-13	Apr-14	80000.00	\$ -

2.

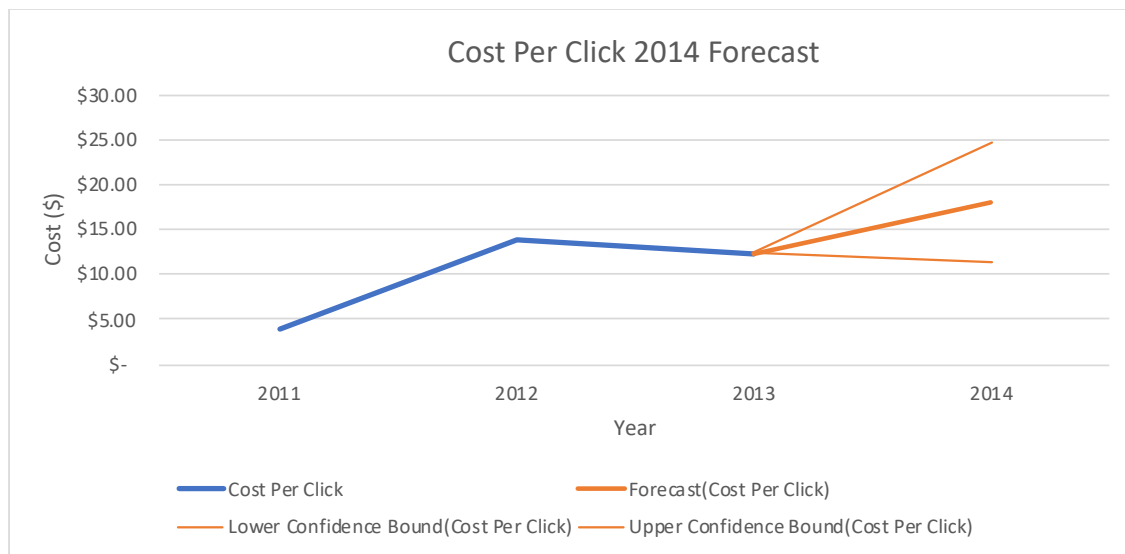


Table #3: Cost Per Click

Year	Cost Per Click	Forecast(Cost Per Click)	Lower Confidence Bound(Cost Per Click)	Upper Confidence Bound(Cost Per Click)
2011	\$ 3.93			
2012	\$ 13.91			
2013	\$ 12.32	\$ 12.32	\$ 12.32	\$ 12.32
2014		\$ 18.01	\$ 11.34	\$ 24.68

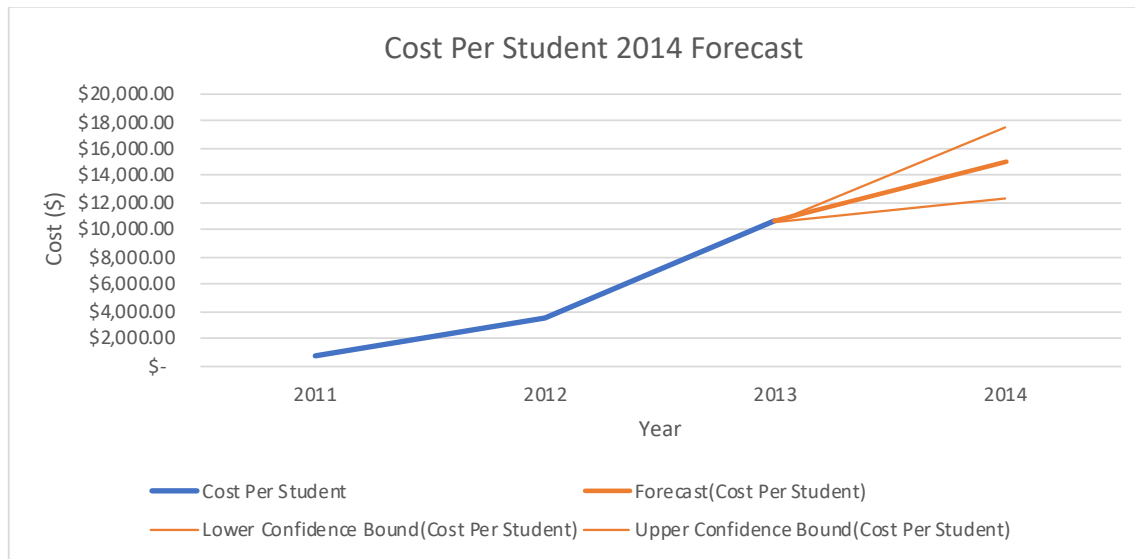


Table #4: Cost Per Student

Year	Cost Per Student	Forecast(Cost Per Student)	Lower Confidence Bound(Cost Per Student)	Upper Confidence Bound(Cost Per Student)
2011	\$ 753.99			
2012	\$ 3,446.29			
2013	\$ 10,621.63	\$ 10,621.63	\$ 10,621.63	\$ 10,621.63
2014		\$ 14,976.25	\$ 12,390.04	\$ 17,562.46

3.

United States campaign for next year with the focus on the session and bounce rate at various states and cities.

Table #5: Recommended States and Cities for Advertisement

States	Session	Bounce Rate	Cities	Session	Bounce Rate
New York	92640	51.42%	Syracuse	51,813	59.53%
			New York City	15,215	41.43%
Virginia	6099	38.66%	Arlington	1,240	37.50%
			Richmond	312	47.12%
California	10401	45.02%	Los Angeles	1,531	46.37%
			San Francisco	843	49.47%
Texas	8987	41.63%	San Antonio	1,711	39.28%
			Houston	1,560	43.91%

a. Geographic region, states, or cities

- i. Advertise in the US East, West, and Southwestern coasts with the focus on New York, Virginia, California, and Texas states. The following cities are Syracuse, New York City, Arlington, Richmond, Los Angeles, San Francisco, San Antonio, and Houston.
- ii. The states are selected on having a strong presence in finance, government, high-tech, renewable energy, and oil industries. Since the pandemic, most people will be working remotely, and the cities are selected based on high number of remote working professionals.

b. Recommended key words

- i. Recommended keywords are Accredited online MBA, MBA, iMBA, Syracuse + MBA, online Masters, online MBA, professional MBA, and Top MBA.
- ii. The users might be interested in improving their skill set or generating career advancement through a degree from an accredited university. A lot of these keywords would likely be used when looking for such opportunities, especially those looking to peruse a master's degree online. For example, the current pandemic is forcing innovation in businesses given the need to work or study from home to maintain personal safety. Opportunities such as these are easily accessible and could attract new students if the correct keywords are implemented for search matching.

c. Recommended week and time of day for advertisement

- i. We would advertise from Saturday, Sunday, Monday, and Tuesday
- ii. The time of the day will be from 5 pm to 2 am EST.
- iii. These recommendations are based on how many users visited the Syracuse website and the number of sessions tracked in each city.

4.

After implementing the changes specified in question three, we could track the impact these changes had by analyzing CPC, Cumulative Cost, Sessions Generated, and the bounce rate of the campaigns post improvements. For example, we would hope to see that sessions generated would increase after implementing the new keywords. This would indicate that keywords are pulling more users to the campaign sites on search and generating more traffic for the campaign. This alone is great, however if the bounce rate is not declining this would

indicate that the keyword updates are not generating additional actions after the users make that first click. CPC and Cumulative cost are good metrics to leverage to determine, how much is spent to generate those sessions and determine if the cost makes sense in relation to users that maintain activity after creating the session to reach the initial site.

5.

- Average Salary of regions
- # of working professionals in regions and where they are employed
- Education (ex: degrees, gpa, certificates, etc) in regions
- Age and Gender
- Professional Experience
- Standardized Testing Scores (Ex: SAT, GRE, GMAT, etc.)
- Veteran Status