

“Rocket Fuel’s automated technology and data-driven approach gave us an advanced education in how online campaigns could be efficiently launched and optimized to deliver outstanding results. PhDs and rocket scientists – not a bad combination in our book.”

INDUSTRY
Education

PRODUCTS USED
Audience Booster, Retargeting Booster

ADVERTISER One of the largest degree-granting higher education systems in North America that provides high-quality, career-oriented associate, bachelor’s and master’s degree programs to more than 80,000 students at 90+ locations and through the University’s online delivery.

AGENCY A leading, full-service media specialist company heralded as one of the first media companies to consistently deliver industry-first initiatives and products. The company’s long-standing client partnerships include some of the world’s leading marketers.

NEED Find a partner who can reach large numbers of in-market prospects for a variety of national online and regional brick-and-mortar programs.

OBJECTIVES **Boost qualified leads:**

- Drive qualified leads to the admissions application at a competitive cost-per-inquiry (CPI)

AUDIENCE **Two distinct audience segments:**

- Adults 18-49 with some or no college, in market for undergraduate programs
- Adults 21-54 with a college degree, in market for MBA & professional programs

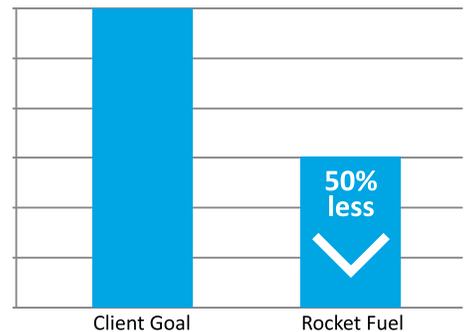
CAMPAIGN Layered in-market, demographic, social psychographic and interest data on audiences with high propensities to convert through targeted digital display media (CPM) over 4 months. Leveraged retargeting to bring back lost prospects wherever they were on the Web.

RESULTS **Consistently performed as the top-performing partner:**

- Beat eCPI goal by more than 50%
- Consistent performance helped grow original campaign spend to more than \$1MM+ and 5+ contract renewals

In-flight Progressive Optimization improved campaign ROI by more than 2x

Effective Cost Per Inquiry (eCPI)



“Rocket Fuel’s click to inquiry conversion was almost twice what the next highest partner delivered and more than 3x better versus other partners. That is insane! We’re definitely planning on working with them again – with a bigger budget.”