

# CASE STUDY

 **+4K**  
Qualified  
Applications

 **6.6%**  
Conversion  
Rate

 **62%**  
Decreased  
CPL

## BERKELEY COLLEGE

### COMPANY:

Berkeley College is a private institution with campuses in New York and New Jersey, offering both graduate and undergraduate degrees and certificate programs.

### CHALLENGE:

Drive traffic to their website and increase enrollments online and on-campus.

### RESULTS:

Ai Media Group launched campaigns across multiple platforms, including Search, GDN, Facebook and YouTube. Our targeted approach increased awareness and spiked an overall surge in enrollments.

- **Return on Ad Spend increased by 23%**
- **Cost Per Lead dropped by 62%**
- **Click Through Rate increased by 169%**
- **Lead volume increased by 10%**

The YouTube campaign gained significant traction by reaching potential audiences outside of traditional search methods. It increased brand awareness during the pre-enrollment seasons throughout the year. In addition, remarketing on YouTube resulted in 95% of all remarketing campaign leads.

- Conversion rates over the past 2 fiscal years have remained strong and consistent at an average of 6.60%
- Digital marketing channels continue to bring in quality leads that result in application submissions, with an overall response to enroll at 4.8%
- Ai Media Group delivered +4,000 qualified applications during this 2-year period