



Nova Southeastern University

Nova Southeastern University is a private research university with its main campus in Fort Lauderdale-Davie, Florida. The university consists of 18 total colleges, centers, and schools offering over 150 programs of study.

Challenge

Increase enrollments and ROAS in their most competitive colleges including but not limited to, Nursing, Business, Education, Engineering, Law and Undergraduate.

Results

NURSING SCHOOL **231%** YOY Increase ROAS

BUSINESS SCHOOL **25%** YOY Increase ROAS

EDUCATION SCHOOL **76%** YOY Increase ROAS

ENGINEERING SCHOOL **68%** YOY Increase ROAS

LAW SCHOOL **99%** YOY Increase ROAS

UNDER-GRADUATE **899%** YOY Increase ROAS



We trust our Ai Media Group colleagues and collaborate with them as we do with each other. Together, AiMG and NSU's Public Relations, Marketing, and Creative Services Division have generated significant annual increases in ad-generated inquiries and resulting enrollments into our graduate and undergraduate programs, as well as significant increases in our Return on Ad Spends at individual campaign levels and as an aggregate for all of NSU.



—Vice President, Public Relations, Marketing, and Creative Services
Nova Southeastern University