LOCATION3
CASE STUDY | DIGITAL MARKETING

WESTWOOD COLLEGE
CLIENT BACKGROUND

Westwood College is an institution of higher learning founded in Denver, Colorado in 1953.

Today, Westwood has 14 campuses across California, Colorado, Georgia, Illinois and Virginia and an online campus.

Westwood offers a unique hands-on, career-focused curriculum providing three-year bachelor's degrees in high-growth fields.

Westwood has over 6,500 students enrolled in one of their degree programs in technology, healthcare, business, design, justice and industrial services.

WESTWOOD COLLEGE
THE CHALLENGE

Westwood College operates as a for-profit education center.

For-profit education has come under intense scrutiny as an American institution since 2010 for a variety of reasons that can be connected to student loan issues, exploitation of policy loopholes, poor graduation rates, low employability rates of graduates and more.

As the for-profit education industry has seen its image and reputation damaged as a result of the poor practices by a number of schools, the volume of student applications has declined tremendously resulting in higher recruiting costs for all education centers.

WESTWOOD COLLEGE
THE STRATEGY

In order to continue to drive growth in student application volume while maintaining cost-per-application goals amid a smaller target audience, Westwood College requested a detailed strategy from Location3, its digital marketing partner of more than 10 years.

Leveraging our **experience in paid search strategy with lead-to-application goals** and KPIs, Location3 created a comprehensive plan that leveraged existing geographic data, audience data, previous campaign data and proprietary paid search technology to drive the growth Westwood College was seeking in a challenging economic environment.
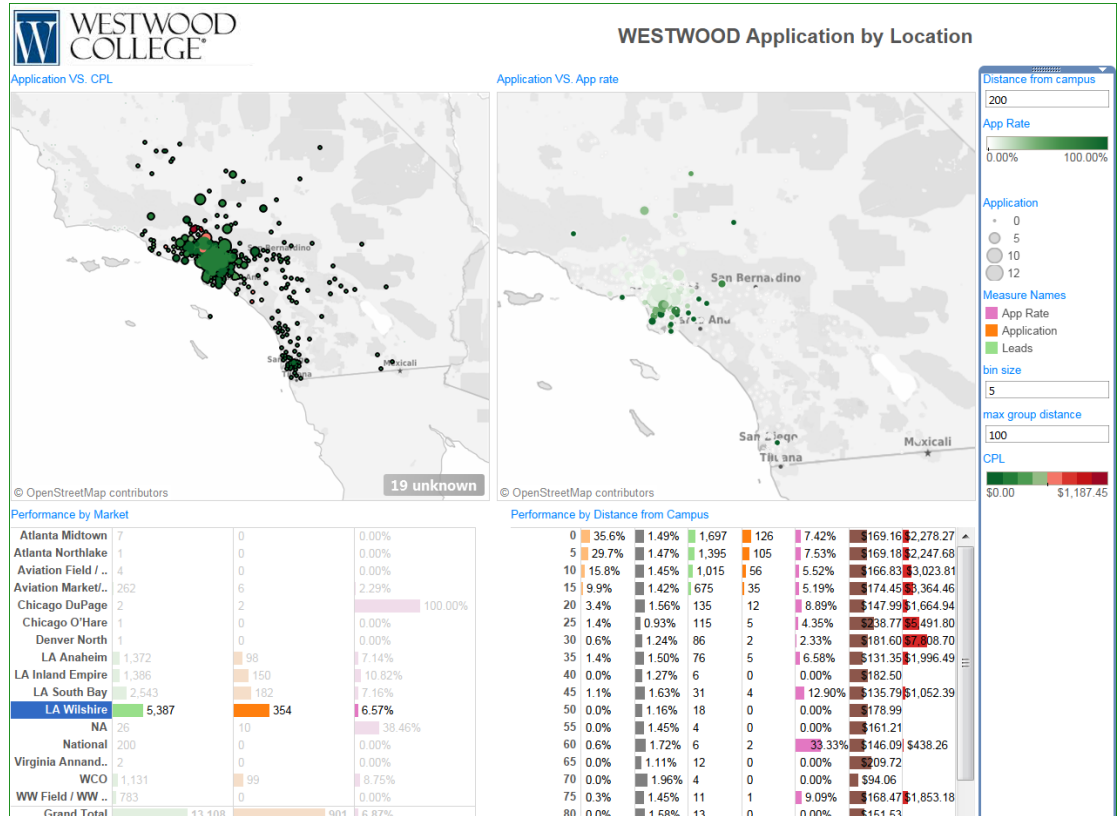
WESTWOOD COLLEGE
THE STRATEGY

Application Performance by Geographic Area

Location3 analyzed two years' worth of Westwood's historical data on lead conversion and lead-to-application performance relative to each individual campus location.

During the analysis we were able to identify natural breaks in campaign performance as a means for establishing geo-targeting criteria on a campus-by-campus basis.

The geo-targeting radius varies widely by market and campus location, **making localized targeting customization necessary for efficient performance.**
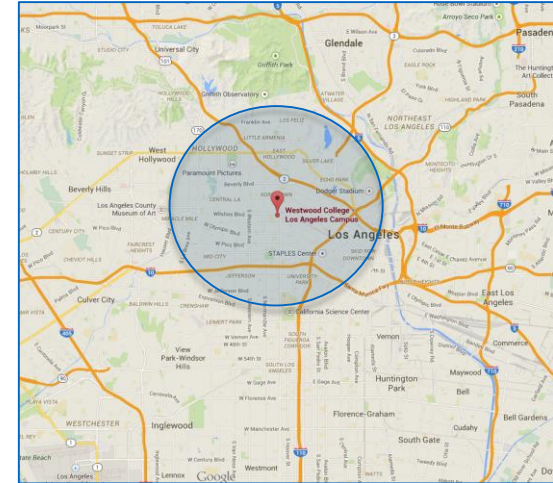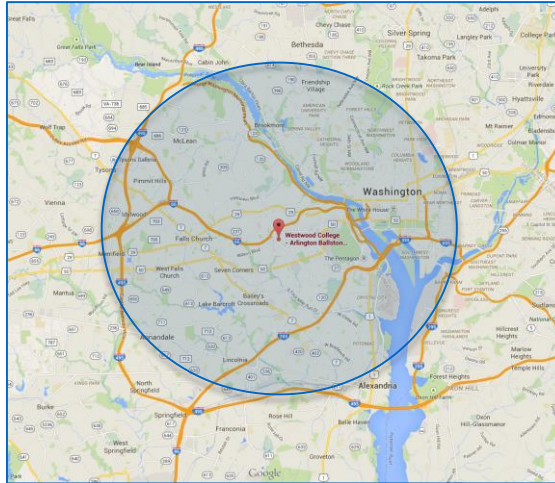
WESTWOOD COLLEGE
THE STRATEGY

Application Performance by Geographic Area

For example, the Washington D.C. location realized a significant drop in application rates for interested students that were **located more than 7 miles from campus.** Application rates inside the 7 mile radius were much higher.

However, in Los Angeles the drop in application rates occurred **outside a distance threshold of only 4 miles**.

Location3 was able to factor these distance thresholds into the geo-targeting parameters for the PPC campaigns, resulting in a higher conversion rate for each Westwood location.

WESTWOOD COLLEGE
THE SOLUTION

Location3 integrated all geographic targeting data, audience data and previous PPC campaign performance data sets into our proprietary search marketing tools: LOCATION3 PRO & PRO QUANTUM.

WESTWOOD COLLEGE
THE SOLUTION

L3 PRO Technology.

L3 PRO technology uses query-based campaigns to match advertisements with what consumers are actually searching for, reducing wasteful spending by taking the guesswork out of keyword development and bid optimization.

The result is dramatically increased conversion volume and decreased cost-per-conversion by streamlining the path from:

Search Query > Keyword > Ad Copy > Conversion

L3 PRO technology transforms traditional keyword-based PPC campaigns into top-performing programs based on the exact queries consumers are entering into search engines. This complex process is driven by feeding huge amounts of campaign data through a proprietary algorithm and refinement process.

WESTWOOD COLLEGE
THE SOLUTION

L3 PRO QUANTUM Technology.

L3 PRO QUANTUM technology is an extension of the PRO tool that analyzes historical paid search query data and identifies the organic keyword and content gaps that exist in a paid campaign.

L3 PRO QUANTUM allows Location3 team members to leverage paid media data as a means for identifying organic search opportunities and efficiencies, thus reducing paid media spend while still producing a consistent level of lead-to-app volume through non-paid search marketing efforts.

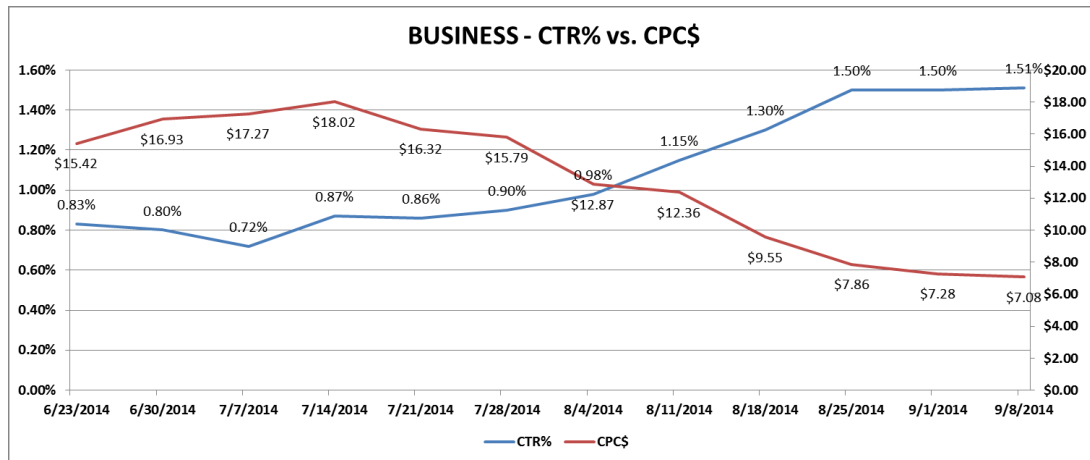The result is dramatically increased conversion volume from organic search traffic and owned media channels.

WESTWOOD COLLEGE
THE RESULTS – L3 PRO

After deploying L3 PRO on the Westwood College PPC campaigns in June 2014, on a location-by-location basis, the following performance improvements were achieved in less than 90 days:

- Increased overall Click-Thru-Rate from 0.8% to 1.6% (+100%)

- Reduced overall Cost-Per-Clicks from an $18.02 peak to $7.10 low, a 61% reduction in cost.

BUSINESS - CTR% vs. CPC$

CTR% values: 0.83%, 0.80%, 0.72%, 0.87%, 0.86%, 0.90%, 0.98%, 1.15%, 1.30%, 1.50%, 1.50%, 1.51%

CPC$ values: $15.42, $16.93, $17.27, $18.02, $16.32, $15.79, $12.87, $12.36, $9.55, $7.86, $7.28, $7.08

Dates: 6/23/2014, 6/30/2014, 7/7/2014, 7/14/2014, 7/21/2014, 7/28/2014, 8/4/2014, 8/11/2014, 8/18/2014, 8/25/2014, 9/1/2014, 9/8/2014

Legend: CTR% — CPC$

WESTWOOD COLLEGE
THE RESULTS – L3 PRO

After deploying L3 PRO on the Westwood College PPC campaigns in June 2014, on a location-by-location basis, the following performance improvements were achieved in less than 90 days:

- Increased overall Average Weekly Lead volume by 300%

- Reduced overall Average Cost-Per-Lead by 50%.
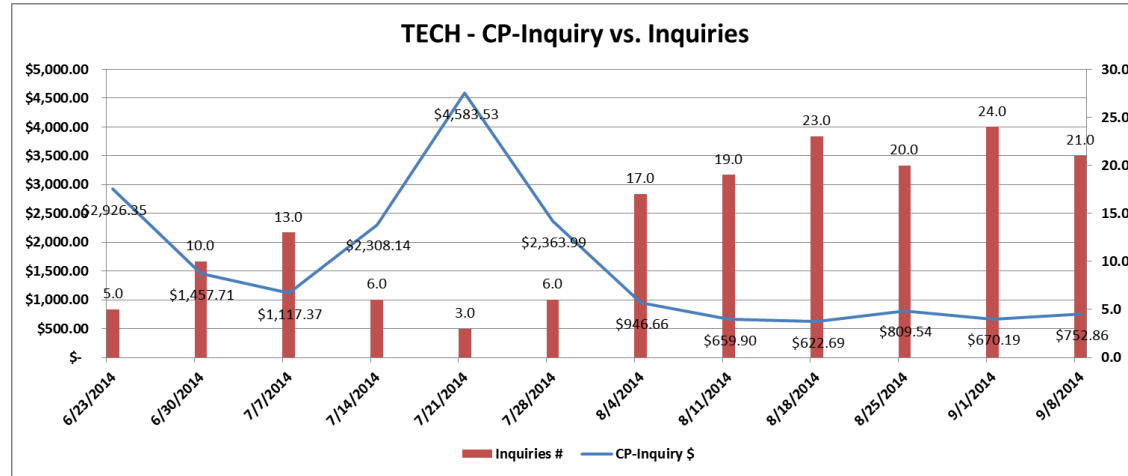
TECH - CP-Inquiry vs. Inquiries

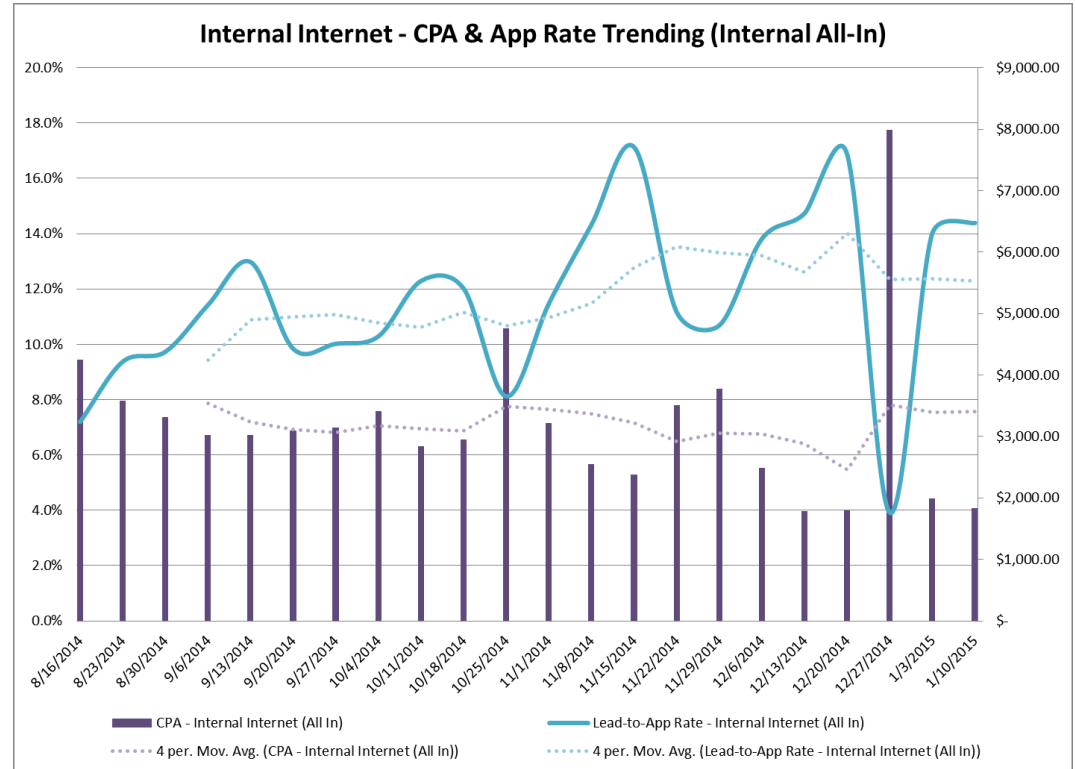Legend: ■ Inquiries #   — CP-Inquiry $

WESTWOOD COLLEGE
THE RESULTS – L3 PRO

After deploying L3 PRO on the Westwood College PPC campaigns in June 2014, on a location-by-location basis, the following performance improvements were achieved in **less than 90 days:**

- Increased Lead-to-Application rate trend from 11% to 13% (+18%)

- Reduced overall Average Cost-Per-Application from $4,500 to just under $2,000 (-125%)

Internal Internet - CPA & App Rate Trending (Internal All-In)

Legend:
- CPA - Internal Internet (All In)
- Lead-to-App Rate - Internal Internet (All In)
- 4 per. Mov. Avg. (CPA - Internal Internet (All In))
- 4 per. Mov. Avg. (Lead-to-App Rate - Internal Internet (All In))

WESTWOOD COLLEGE
THE RESULTS – PRO QUANTUM

During the first 90 days of running PRO QUANTUM on Westwood College paid search campaigns in conjunction with other efforts, the Location3 team was able to optimize landing pages and resource content for the following Westwood degree programs to drive increased performance in organic search results:

Medical Billing & Coding Degrees:

- Page traffic increased 13%

- Conversions increased 163%

- Session duration increased 25%

Gaming Degrees:

- Page traffic increased 4%

- Conversions increased 32%

- New users increased 13%

- Session duration increased 28%

Computer Design Degrees:

- Page traffic increased 9%

- Conversions increased 14%

- Session duration increased 21%

- Bounce rate decreased 7%

WESTWOOD COLLEGE

ADDITIONAL SUCCESSES

WESTWOOD COLLEGE
ADDITIONAL SUCCESSES

Data Integration.

The Location3 team implemented unique click parameters on form submissions for the Westwood College PPC campaigns, and also integrated Westwood CRM conversion data into the Location3 paid search management platform.

These strategic decisions resulted in improved performance optimization for **actual applications & enrollments** rather than simply for leads.

We also integrated keyword-level phone call tracking within the Location3 paid search management platform and identified optimization opportunities and campaign efficiencies **for both online leads and inbound phone call leads.**

WESTWOOD COLLEGE
ADDITIONAL SUCCESSES

Conversion Rate Optimization.

The Location3 team implemented advanced technology & tools to eliminate the guesswork and assumptions around user interaction on Westwood College landing pages.

We focused on the data and performance of landing page form fills, and after testing a variety of Call-To-Action variations we were able to increase the form conversion rate by over 25%.

WESTWOOD COLLEGE
ADDITIONAL SUCCESSES

Social Media Optimization.

The Location3 team leveraged both PPC and Display Media campaign information to identify demographic details that could be used to optimize performance for paid social media campaigns.

We used this information to optimize a campaign for Westwood Open House Events on Facebook, and refined audience targeting based on the historical PPC & Display data sets to achieve the following results:

- Reduced the Average Cost-Per-Conversion on previous Open House RSVPs from $15.47 to $8.85 (-43%)

- Increased the total number of RSVPs by 40%

WHY US?
WORKING WITH LOCATION3

In addition to our proprietary technology that includes the revolutionary L3 PRO, our people differentiate our company from the competition. Our employees are industry experts, who have had successes and challenges and who have a unique perspective in strategy, recommendations and tactics. Our employees bring the expertise to meet the needs of our clients.

The Strategy / unparalleled approach to integrated digital solutions.
The Experience / flat structure of industry genius and service experts.
The Technology / its our backbone, without it, we wouldn't have won against competitors.
The Performance / we will go head-to-head against anyone. We have, and we've won.
The Agency / small enough to be agile, large enough to harness energy, old enough to be brilliant, and young enough to be hungry.

Thank you.

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