Katz Digital drives enrollment for a major University

Client Objective:
A large University wanted to recruit potential students, and/or their parents, by driving them to their site. Their ultimate goal was completed admission applications.

How Katz Digital met that objective:
Katz Digital utilized its immense scale and targeting capabilities to deliver potential students to their site.

Katz utilized Artsai, our attribution partner, to measure site conversions and various other KPIs.

artsai

The Result:
An impressive performance with a steady rise in conversions over the length of the campaign. The most impressive result was the "purchase" rate. *85% of the conversions led to full requests for student applications or more information* (e.g., scheduling tours, financial aid applications etc.)

+85%
of the conversions led to applications

KATZ DIGITAL