

Case Study:

Boosting Course Enquiries with Targeted
Digital Campaigns

Client: School of Social & Political
Science

Objective: Increase student interest and
engagement for Masters programmes

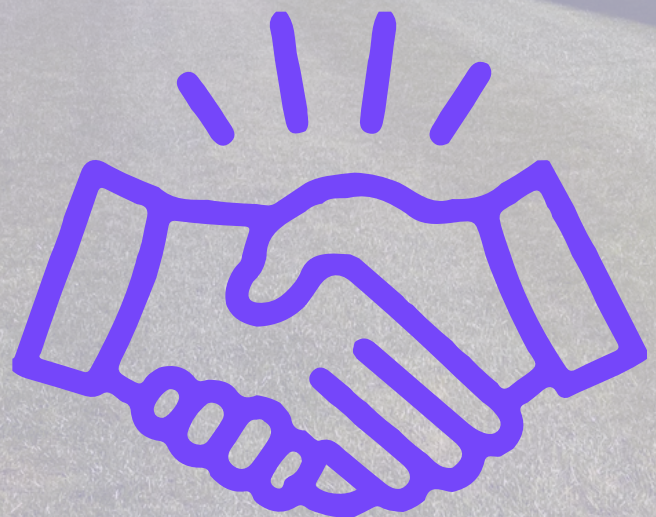
Channels: Paid Social, Targeted Display
& Featured Programmes



THE UNIVERSITY
of EDINBURGH

The School of Social and Political Science partnered with us to run a series of digital campaigns aimed at driving interest in their Masters programmes.

The university provided the graphics, while we focused on Paid Social, Targeted Display, and Featured Programmes. The campaigns delivered impressive results, demonstrating the power of targeted digital marketing in the higher education sector.



Campaign highlights



4.37 million impressions



1.55 million reach



54,030 clicks



0.83% CTR

This campaign targeted students in the UK, USA, Canada, India and Malaysia, generating a 16,000% increase in interest and making the MSW course the most-viewed programme on FindAMasters.com, during the campaign, out of 23,180 programmes currently listed.

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Programmes were featured prominently across high-traffic pages, driving a strong response

Featured Programmes

Social Work, MSW:



3,346 views



171 referrals



27 email enquiries

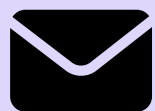
Global Challenges (Online Learning) MSc:



154 views



41 referrals



4 email enquiries

The MSW programme stood out again as a top performer, while online programmes attracted significant attention, highlighting the growing demand for flexible learning.

Targeted Display Campaign



100,012 impressions



120 clicks



0.12% CTR

Results & recommendations

The campaigns exceeded expectations, with Paid Social for the MSW programme standing out. We recommended extending Paid Social efforts and refining display ads for better future performance. The success of online programmes also highlights the opportunity to promote flexible learning options further.

Key stats definitions:

Impressions: The number of times the ad was displayed to users

Page Views: The total times users viewed the ad

External Referrals: Clicks on links (e.g. 'Visit Website') from the ad

Email Enquiries: Enquiries made through the contact form on the ad page

CTR: Click-through rate

If you are interested in
advertising with us please
get in touch



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