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Boosting PhD Enquiries with Targeted Paid Social

CASE STUDY:

Client: Life Science Zurich Graduate School

Objective: Increase interest and engagement for PhD programmes

Channels: Paid Social (Brand)

life science zurich

The Life Science Zurich Graduate School ran a £2,000 PhD Brand Paid Social campaign over a month and a half. Targeting users in Europe interested in Biological & Medical Sciences and Environmental Sciences, the campaign linked internally so all results could be fully tracked.

Campaign Highlights

1.5 months

£2,000

Europe; interests in Biological & Medical Sciences, Environmental Sciences

Internal (full-funnel performance on site)

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Paid Social Campaign (PhD Brand) During the period the paid social campaign was live, the page received:

👁 10,963 views

👥 485 referrals

👆 485 clicks

In the month and a half before the campaign went live, the page received:

👁 3,657 views

👥 39 referrals

👆 283 clicks

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Change during the campaign period (vs. prior period):

👁 +199%

👥 +14 referrals (approximately +36%)

👆 +71%

Results & recommendations

Results and Recommendations The paid social brand campaign drove a substantial uplift in engagement, including a 199% increase in page views and a 71% increase in clicks compared with the previous 1.5-month period. We recommend:

- Continuing or scaling paid social investment for PhD branding
- Testing audience expansions and additional interest cohorts in Europe
- Iterating ad creative and formats to sustain click growth
- Considering complementary channels (e.g., retargeting or email) to convert increased traffic

Other Key Paid Social Headlines

- Brand campaigns currently average 17,000
- clicks a month and 1,000,000 impressions.*
- This works out at around £0.18 per click based on
- £3,000 client spend.

*This is based on a campaign targeting all Masters or PhD users worldwide. Any additional targeting will affect and typically reduce these figures.

Key Stats Definitions

Page Views: The total number of times users viewed the page.

Clicks: Clicks on on-site elements (e.g., navigation to programme details).

Referrals: Clicks on outbound links (e.g.,"Visit Website") from the page.

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