

Case Study

Brighton Agency partnered with Choozle to drive traffic from three key markets to the Executive MBA program at Olin Business School—one of seven academic schools at Washington University in St. Louis.

The Objective

- Drive traffic from key markets—Denver, Kansas City, and St. Louis—to the EMBA program’s website
- Gather detailed insight on individuals visiting the EMBA program’s website
- Ultimately engage website visitors into researching more about the EMBA program

The Solution

Before gathering insight from the Choozle platform, Brighton Agency developed primary and secondary targeting for Olin Business School’s digital marketing campaigns. After gathering insight, Brighton Agency was able to refine further targeting to test the initial strategy. As a result, the insights-driven targeting outperformed the initial audience targeting.

*“Choozle allowed us to **precisely reach** Olin School of Business’ target audience compared to other platforms. This resulted in **more engaged** website visitors that are more likely to convert.”*

–Kate Roustio, Digital Marketing Specialist, Brighton Agency

Key Results

22% decrease in average CPM

compared to the initial targeting strategy (cost-per-thousand)

33% decrease in average CPC

compared to the initial targeting strategy (cost-per-click)

24% increase in click-through-rate

compared to the initial targeting strategy

102% increase in visit duration

on the EMBA program’s website

32% bounce rate decrease

on the EMBA program’s website