Case Study

Brighton Agency partnered with Choozle to drive traffic from three key markets—Denver, Kansas City, and St. Louis—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.

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

“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