Sonority Group for Southwestern Adventist University

choozle

Case Study

Sonority Group, a digital marketing agency, created campaigns with the intent of raising awareness for their client, Southwestern Adventist University (SWAU). By targeting a relatively small geolocation around SWAU's campus and leveraging popular connected TV (CTV) channels and internet video inventory, Sonority Group built brand recognition among locals and drove high-quality prospective student leads for SWAU's.

The Objective

- Brand awareness in the geographic area around the university
- Lead generation

The Solution

The overall goal of SWAU's campaign was to reach prospective students. Sonority Group created audiences based on the students that fit the traditional demographics, in the 18-24 age range, as well as the non-traditional students who tend to be older, have some previous post-secondary education, and are likely working. Additionally, Sonority Group utilized zip code targeting with only 20 postal codes to maintain relevant geolocation while splitting their campaign between multiple ad groups. One ad group leveraged retargeting, and the other targeted a third-party data prospecting audience for those interested in post-secondary education with additional age filtering drilling down towards the potential students.

SWAU saw an increase in traffic directly attributed to their Choozle campaigns, but the biggest result was their cost per acquisition (CPA) and conversion rate in the retargeting ad group. The CPA they saw with the retargeting ad group was almost half of other more traditional CPAs for advertising campaigns. Of the 154 clicks on the retargeting group, 20 converted. The campaign finished with a conversion rate of 13% at a CPM of $11.02. Finally, Sonority Group was able to dig into the performance results of each tactic and optimize for future campaigns and create detailed reports to show proof of SWAU's ROI.

Key Results

13%
conversion rate for clicks on retargeting ads

$50
CPA for retargeting

Increased
website traffic