KNOWLURA

Pepperdine Microsite Redesign

BACKGROUND

Pepperdine University Graduate School of Education and Psychology has been a long-standing Hobsons Connect CRM client. Pepperdine's engagement with Knowlura Media Services began following the end of their contract with a local digital agency. Pepperdine partnered with the Media Services team in June 2013 with the goal of increasing enrollments for their graduate psychology and education programs. Pepperdine offers a number of masters and doctoral degrees that specialize in education and psychology, and despite the nationally recognized name and their renowned faculty, Pepperdine has struggled with enrollment in some of the niche education programs. The Media Services team developed a unique microsite for Pepperdine where all digital traffic would be driven to, with the goal of driving inquiries. Our initial design was a very close rendition of their .edu site, however, we went through several rounds of creative revisions, each change moving the design further and further away from the .edu. The digital marketing campaigns driving to the microsite launched in July 2013.

91%
Increase in conversion rate

38%
Increase in leads

18%
Decrease in cost per lead

CHALLENGE

Initial search engine marketing performance was good. We were seeing the lead volume increase month over month, and a slow, but steady decrease in the cost per lead, however our numbers were still falling short of the benchmarks. Wanting to know where we were falling short and how to improve, Knowlura pulled data from August 2012 through February 2014 to truly compare performance apples to apples. Overall, we were seeing the Knowlura campaigns outperform the local agency's campaigns related to clicks, click-through rate, average cost per click and average position. However, the local agency's campaigns had outperformed our campaigns in leads, cost per lead and conversion rate – the three most important metrics in a lead generation campaign. Looking at this data Knowlura could tell we were driving efficient, targeted traffic to the microsite. The ads were being served to the right people, and those people were clicking the ads. However, once people were landing on the microsite, they were not filling out the form. We isolated the issue and determined that something was wrong with our microsite. We had to come up with a solution to fix these performance issues.

	Clicks	Impressions	CTR	Avg. Pos.	Cost	Avg. CPC	Leads	CPL	CVR
Comparison of Local Agency vs. Knowlura	9%	-59%	162%	-6%	-6%	-3%	-28%	31%	-34%

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SOLUTION

We shared these results with the client and recommended a complete redesign of the Pepperdine microsite. The new microsite would closely resemble the Pepperdine GSEP website to ensure a consistent Pepperdine brand experience. We would use the same URLs for the new design to make the transition quick and retain our historical performance data in Google and Bing. Pepperdine enthusiastically agreed to this approach, and we set the redesign in motion.

RESULTS

Within the first week of launching the new microsite design, we were seeing our metrics move in the right direct. Our hypothesis was correct - the design that closely resembled the Pepperdine GSEP .edu converted better. After sixty days we compared performance metrics from pre-redesign to performance post redesign and our results were astonishing.