

## Paid Search for EDU

# TCS Ed Systems Increases Enrollments 216% @ a Lower CPL

TCS Education System is a nonprofit system of colleges advancing student success and community impact. Founded in 2009 on the fundamental belief that collaboration allows us all to “grow better together”. TCS was experiencing solid growth and had acquired several new colleges when they approached the Mason Interactive team with a problem. Their Paid Search efforts were not driving increased enrollments for their colleges.

### Challenge

TCS Cost Per Lead (CPL) with Paid Search was considerably high, which was affecting their bottom line. They needed to re-engineer their Paid Search efforts to drive scalable enrollments at an efficient CPL.

### Solution

Mason Interactive performed a complete audit and analysis of TCS AdWords account and historical results. Mason then began to put together a new strategy to lower the CPL. An account restructure was the an important first step.

Prior to the Mason Interactive partnership, a significant amount was spent on inefficient keywords and match types that were grouped within the same campaign. Segmenting match types by campaigns and tightly grouped themes, Mason was then able to allocate budget to the most scalable campaigns, becoming extremely efficient. In addition to this restructure, Mason leveraged automated bidding algorithms to focus on CPL target goals.

Re-marketing efforts played an important final role in TCS Ed Systems Paid Search success, recapturing visitors who had previously shown interest at a lower Cost Per Click (CPC). Once promising results starting rolling in, landing page testing was a crucial factor in converting prospects at a lower CPL.

### Results

Mason’s AdWords account restructure, in conjunction with advanced bidding, re-marketing, and landing page optimization, increased leads for TCS Ed Systems by 216% YoY. Comparing Q1 YoY, conversion rates increased by 50%. TCS also experienced 67% lower CPL than they started with, achieving their goal of driving more leads at a lower cost.

