

CASE STUDY

How EAB Helps University A Drive Graduate Application Volume Through Branded Digital Ads

University A, a Large, Public University in the South

BACKGROUND: University A is a large public institution in the South. They serve nearly 18,00 students, including 5,000 graduate students.

OPPORTUNITY: University A's leadership team prioritized growing graduate and adult enrollment and revenue. After years of working with multiple digital agencies and marketing firms without seeing the desired results, they knew they had to make a strategic change.

Confident in the strength of their programs, the University A team sought a full-funnel enrollment partner with higher-education expertise to help expand awareness and drive interest across their program portfolio.

SOLUTION: To help University A achieve their graduate and adult growth goals, EAB enhanced their digital marketing and branding efforts through Google Ads and other channels (e.g., Facebook, Instagram) to generate organic traffic. EAB also expanded their pool of right-fit prospects and used intent-based marketing campaigns to improve engagement and yield.

IMPACT: In one year of partnership, University A saw an immediate impact from EAB's campaigns—**80K clicks** from digital campaigns, **2,835 applications**, and a 11% increase in enrollment.

Impact Highlights

1 year of partnership

80K

Clicks from digital campaigns for graduate and adult programs

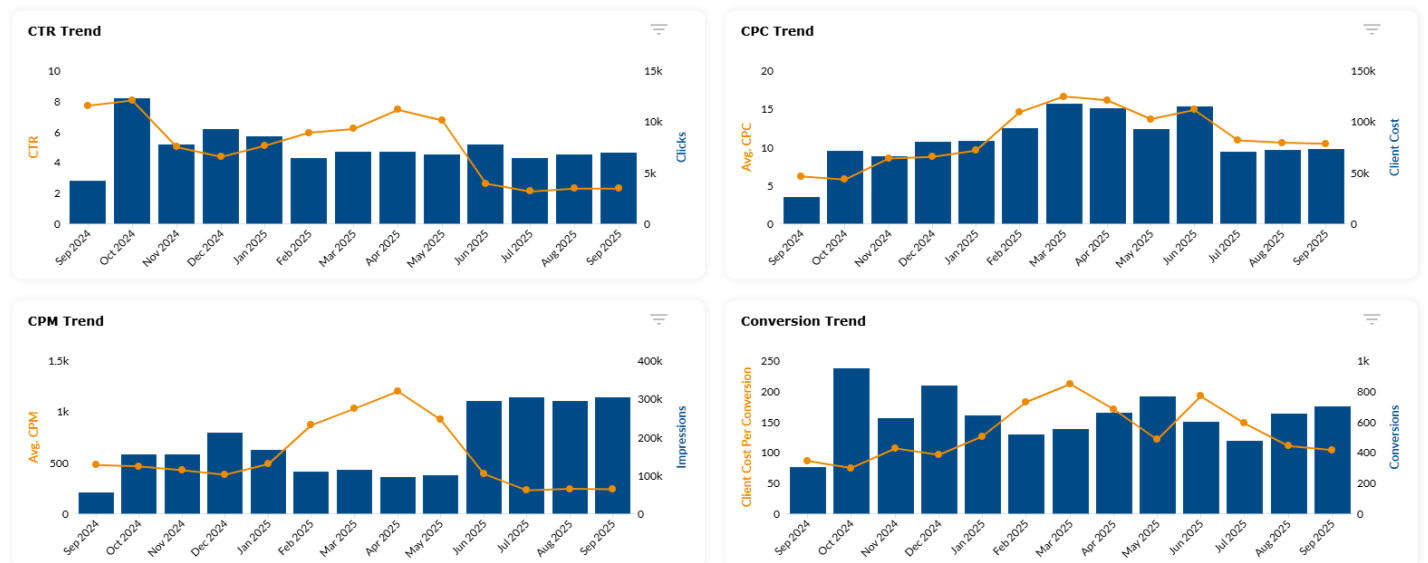
8,103

Total Google Ad conversions

2,835

Total applications submitted

EAB Impact on Google Ad Performance Throughout Academic Year 2024-2025



CASE STUDY

How University B Partners with EAB to Improve Their Cost Per Acquisition and Increase Graduate Enrollment

University B, a Large, Private University in the Northeast

BACKGROUND: University B is a private, selective university in a large city in the Northeast, supporting approximately 12,000 adult learners.

OPPORTUNITY: University B partnered with a digital agency that generated leads but struggled to convert them to applications and enrollments. Without higher ed expertise, the agency was unable to adjust their strategy to meet University B's goals. University B's leadership team turned to EAB to optimize digital marketing strategies and spend for stronger enrollment results.

SOLUTION: EAB's connected ecosystem approach generated more leads, engaged those leads more intentionally, and ultimately, gave the University's in-house team time to focus on personal service touches. EAB's strong expertise in digital marketing and graduate student recruitment allowed University B to decrease digital spend and improve conversion.

IMPACT: In one year of partnership with EAB, University B decreased their overall digital spend and saw lower-than-average costs per acquisition across channels, especially on Facebook. With support from EAB, University B saw an increase in their fall graduate applications by 10% and enrollments by 20%.

Impact Highlights

1 year of partnership

-67%

Decrease in cost per acquisition on Facebook

+176%

Increase in conversion rate on Facebook

+20%

Increase in enrollment

Digital Channels that Helped University B Engage Prospects For a Low CPA

KEY DIGITAL CHANNELS



Google Ads

Diversified strategy included: 1) branded search; 2) non-branded search; 3) display and demand generation.



Facebook

A focus on optimization and strengthened event quality led to improved CPA and conversion rates.



LinkedIn

With an agile budget, University B was able to dial back investment during softer windows and reallocate it in higher-yield periods, preserving lead quality and creating better outcomes.

KEY OUTCOMES

1 year of partnership

96,930

Total Google Ad conversions at a \$22.05 cost per acquisition rate

1,229

Total Facebook conversions at a \$53.81 cost per acquisition rate

2,936

Total LinkedIn conversions at a \$37.20 cost per acquisition rate

CASE STUDY

How EAB Is Helping University C Build Their Digital Brand Awareness and Increase Enrollments

University C, a Large, Private University in the South

BACKGROUND: University C is a large, private, religiously affiliated university in the South. They serve over 7,000 graduate students.

OPPORTUNITY: University C faced increased competition, and several of their graduate programs struggled to maintain enrollments. Despite a partnership with 2U, the University C team lacked the visibility into strategy and results needed to meet their goals. Leadership at University C recognized the need for a more transparent, collaborative, and innovative partner that could help them stay competitive in a challenging market.

SOLUTION: As an extension of University C's enrollment team, EAB supported the strategy for their graduate health, education, and social work programs. EAB expanded their prospect pool by introducing new audiences, improved organic traffic by building brand awareness, and drove urgency to apply and enroll via multiple application deadlines and intent surveys.

IMPACT: From 2024 to 2025, EAB's solutions helped University C see a **17% increase in applications** and a **23% increase in enrollments** across programs. EAB's digital campaigns strategically built awareness for University C's graduate programs by generating over **66,000 clicks** from their target audience. This allowed them to decrease their cost per conversion while increasing their conversions.

Impact Highlights Q4 FY25 vs Q1 FY26

-59%

Decrease in cost per conversion on Google Ads

+25%

Increase in conversions from Facebook

+23%

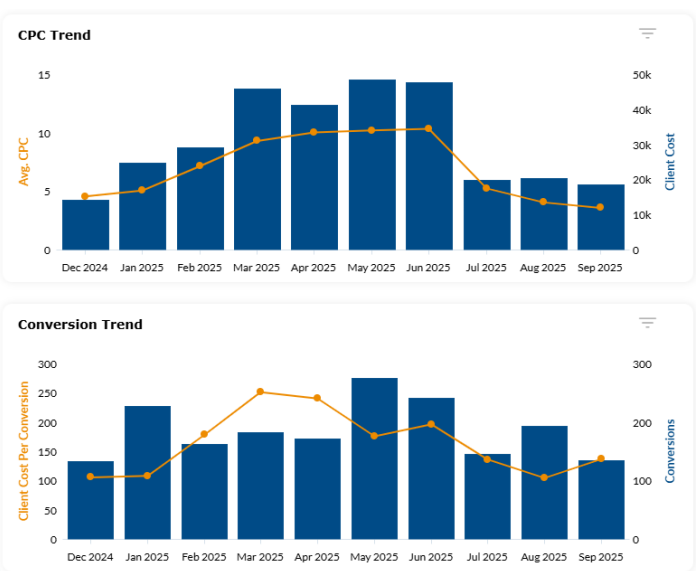
Increase in enrollments from 2024 to 2025

Impact of EAB's Digital Solutions on Google Ad and Facebook Performance

Facebook



Google Ads



Size and Setting Methodology

► Size Classification

To determine the size of an institution, this compendium follows guidelines set by ACE's Carnegie Classification of Institutions of Higher Education. Classifications are designated based on the institution's enrollment at the time of publication.

FTE Enrollment	Classification
< 1,000 students	Very Small
1,000-2,999 students	Small
3,000-9,999 students	Medium
> 10,000 students	Large

► Setting Classification

This compendium uses the map below to determine the setting classification for institutions residing in the United States.

