

CASE STUDY

See how our AdTech and MarTech solutions drove traffic and increased engagement for one of ALA's best semesters to date

OVERVIEW

American Leadership Academy (ALA) is a tuition-free, publicly funded, K-12 charter school that is making a name for itself as a premiere regional leader in the education industry. With a total of 13 schools in Arizona, ALA was looking for innovative methods to reach parents of potential students. The campaign would need to be hyper-local, with media targeting the neighborhoods around the school's campuses.

OUR APPROACH

The campaign called for a full funnel approach, driving new traffic to the site, while also improving conversion rates on the site. Using a healthy mix of AdTech and MarTech solutions, we were able to implement the following targeting strategies:

- Geo-Targeting
- Demographic Targeting
- Contextual Targeting
- Onsite Engagement

ADTECH SOLUTIONS

DISPLAY PROSPECTING:

ALA worked with Cybba to build a custom, local display campaign to drive new site traffic. First, upper-funnel campaigns utilized a unique audience targeting strategy that raised brand awareness in the key demographics and neighborhoods important to

ALA. These prospecting campaigns were optimized for creative engagement, site traffic and click through rate.

PAID SOCIAL:

Cybba also added a custom, local paid social campaign to drive both leads and site traffic. The Facebook and Instagram campaign reached over 56,000 qualified users in ALA's key neighborhoods, while also driving post and page likes. Paid social is credited with generating over 1,100 leads over a 4-month period, directing users to a Schedule a Tour page.



MARTECH SOLUTIONS

ONSITE ENGAGEMENT:

The traffic driving activity was combined with a mid-funnel campaign to help convert new users. Cybba worked with ALA to develop a conversion rate optimization strategy utilizing onsite engagement messaging for users that were abandoning from two key areas of ALA's site. Unique creative was used dependent on information prospective parents were consuming.

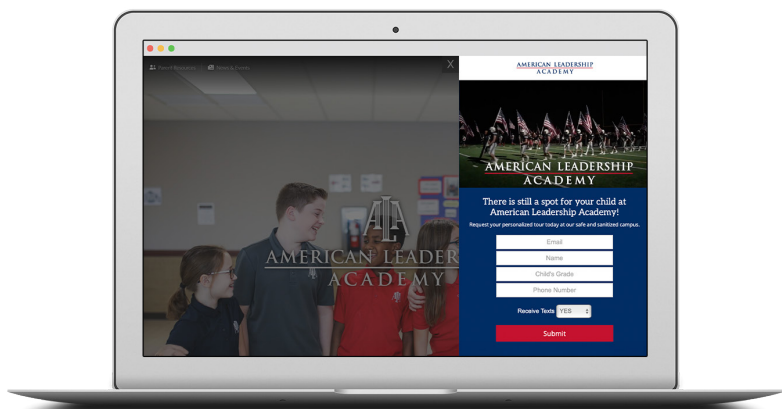
For example, a parent reading information about a specific ALA campus would receive onsite engagement creative that reinforced that campus unique value proposition. This onsite engagement strategy boosted scheduled tours by 30% month over month.

DISPLAY RETARGETING:

Geo-based retargeting ensured that ALA's brand message stayed in front of prospective parents even after they abandoned the site. The low-funnel retargeting campaign was especially successful because it featured messaging that was relevant to the exact conversion signals that prospective parents expressed.

Ad creative was focused on key events the schools were participating in and categorized based on the grade level that prospective parents had indicated interest in.

Through this full funnel execution, ALA saw an increase in overall website traffic, leads, and a decrease in abandonment rate on the lower funnel pages of website via their Google Analytics reporting.



RESULTS

1200+

New Leads in 1 Semester

30%+

Scheduled Tours MoM

"Cybba ranked #1 across all our invested media channels. We continue to see an uplift in leads week over week. Our Arizona ALA schools are almost near capacity for the 2018 school year, thanks to Cybba's multiple marketing strategies."

Shae Arellano | Managing Manager,
American Leadership Academy

