

CASE STUDY

How Cybba Used Personalized Segmentation to Retarget Students and Get Them to Enroll

OVERVIEW

Ashworth College is a nationally accredited institution that provides effective, affordable, and flexible online career-focused educational opportunities. Over its nearly 30-year history, Ashworth has graduated more than 300,000 students. Regardless of its successful track record, Ashworth still wanted to increase its enrollments and drive students to enroll in its courses for a high return on its investment.

CAMPAIGN GOALS:

- Re-engage visitors who abandoned the site without enrolling in a course or program.
- Raise conversion rates for online traffic during peak enrollment seasons and down periods.
- Maintain consistent branding across advertising for each academic offering.

OUR APPROACH

PROGRAM SEGMENTATION

Prospective students and visitors who viewed a specific course or program page on Ashworth's site were segmented to be served ads for that same course or program wherever they went on the internet. This specific segmentation gave Cybba the ability to serve highly targeted, specific creatives to visitors who were interested in particular programs.

FACEBOOK RETARGETING

In addition to bidding strategically, Cybba used Facebook ads to retarget specific audiences and return them to Ashworth's site to continue their enrollment. Facebook retargeting helped Cybba continue the longevity of the campaign and reach additional campaign segments.

STRATEGIC BIDDING

Cybba used Ashworth's hundreds of thousands of monthly site visits in its data management platform (DMP). Cybba's custom DMP and world-class traders collected Ashworth's data and bought specific ad inventory based on models of optimal sites for visitors, cost of ad inventory, and frequency of visit to a particular site. Cybba's DMP also included data from previous prospective students that could be used to gauge the sites that current prospective students would likely visit.

Cybba's optimal bidding strategy included blacklisting sites to block off-brand sites from showing Ashworth's retargeting ads, and to reduce the number ads each visitor was served. Cybba additionally whitelisted sites to serve its retargeting ads on premier webpages where targeted audiences visited, such as the New York Times. With Cybba's DMP and audience reach, Ashworth was able to access 98 percent of the internet's advertising inventory.

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RESULTS

\$1M+

Monthly RTG Impressions

100+

Weekly Conversions

100%

CPA GOAL Alignment