

CASE STUDY

How We Drove Record Applications for UC Santa Barbara Bren School of Environmental Science & Management

During one of the most challenging years for recruitment in higher education, UCSB partnered with Cybba to successfully promote two Master's programs and exceeded their enrollment goals for both.

OVERVIEW

COVID-19 compounded the usual difficulties of meeting enrollment figures for institutions of higher education. During the height of the pandemic, The UC Santa Barbara Bren School of Environmental Science & Management ambitiously promoted two niche Master's level programs – one of which was completely new. Recognizing the challenge ahead, UCSB leaned on Cybba's expertise in digital advertising to efficiently build awareness for their programs and engage the right students for each.

OUR APPROACH

Cybba specialists leveraged a combination of Facebook, LinkedIn, and Display ads, as well as Search Engine Marketing to promote the new Master of Environment Data Science program and existing Master of Environment Science and Management program. They also drove attendance to their Virtual Open House events, which proved to be a highly effective awareness tactic. The school's high-quality dynamic creative, coupled with sophisticated audience targeting, engaged prospective students at rates that surpassed all industry benchmarks.

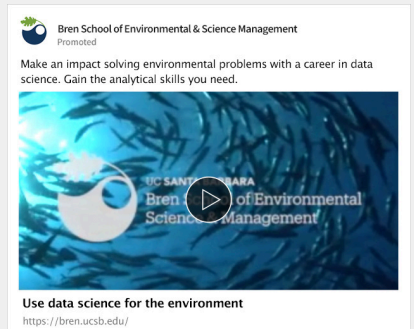
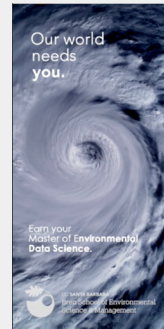
All leads were automatically entered into a CRM for follow up and formed the foundation of Lookalike segments in Facebook. Through continual audience refinement and optimizations, both programs achieved record numbers in leads and applications by the close of the recruiting season.

SEARCH ENGINE MARKETING AD EXAMPLE:

Ad • <https://bren.ucsb.edu/masters> ▾ (888) 822-1537

UCSB Bren School - Environmental Master's Degrees

Become an Environmental Change-Maker and Accelerate Your Career at **Bren**. Gain Inspiration Just Steps Away From the Beach at **UC Santa Barbara**. Request Information. Steps Away From The Beach.



RESULTS

82%

Average MoM
Increase in Leads

155%

Greater CTR than
Industry Benchmark

14%

Increase in Leads from
Virtual Events

"Cybba continually refined targeting techniques to make sure that the traffic to our program met both our quantitative and qualitative goals. Our partnership with Cybba helped drive a record number of program applications, far surpassing the goals we had originally set for ourselves."

Melissa Van De Werfhorst - Media Communication
Director, Bren School of Environmental
Science & Management