
“Path Interactive exceeded expectations by delivering conversion rates on their program that was more than double what we had experienced. The value of tracking phone call leads adds value to any online media campaign.”

Joe Phillips
Director of Advertising
CollegeAmerica Services



ABOUT PATH INTERACTIVE

Path Interactive is a leading Search Engine Marketing company that delivers its clients the highest ROI. Path provides comprehensive Pay-per-Click Management, Organic Optimization & Web Consulting Services for both local and nationally targeted clients.

For more information, visit
www.pathinteractive.com

Independence University

Category – Online Education

Business

Independence University, the California College for Health Sciences; is an online university offering distance learning and online education. The college offers associates, bachelors and advanced accredited degrees in Health Sciences, Education & Management. IU has been offering distance learning for over 25 years and offers more health-care programs online than any other private accredited college or university.

IU is a part of CollegeAmerica Services which also include: Stevens-Henegar College, College America & California College of San Diego.

Approach

The marketing efforts for IU are focused on acquiring mid-career adults looking to advance their careers online. Online education is one of the most competitive vertical markets in search engine marketing, and CollegeAmerica Services has seasoned marketers in this space.

The conversion rates that IU has historically seen using sponsored search have been low, and the economics of performing direct sponsored search was challenging. Many lead generation companies were being used to cut through the clutter and provide efficiencies for web based enrollment leads. The quality of these web leads were a also participate in the lead generation companies lead referral program.

Path Interactive put together a comprehensive paid search program to obtain conversion rates that would make a direct sponsored search effort successful. This program centered on unique microsite creation and incorporated the ability to track phone call leads with their CallPath tracking system. Through competitive research and keyword discovery, Path identified opportunities for several online degree offerings. A unique microsite was created for each degree in each market which was supported by compelling ad creative. A total of 10 degree-specific microsities were marketed nationally.

Results

The program was a complete success. The call leads, coupled with the increase in online conversions from the custom microsities, more than doubled expectations. Path was able to increase conversion rates by over 100% and provide quality unique leads directly to the college. Since the program was launched, CollegeAmerica Services has decided to utilize the microsite tools Path created for other media campaigns.