Carrington College

Division of DeVry Poised for Rapid Admissions Growth with Technology for Marketing Insight and Analysis

Overview

Faced with rapid growth in their inquiry volume and mounting pressure to improve efficiency and optimize their marketing spend, Carrington College, a division of DeVry Inc., and parent company of Apollo College and Western Career College, realized they needed to find a new software solution. With the Sparkroom Marketing Software in place, Carrington College can manage, measure and optimize their inquiry generation and admissions activities in real-time, resulting in faster, data-driven decision making and improved operational efficiency.

Now their de facto day-to-day platform for managing all marketing activities, Sparkroom Marketing Software allows Carrington College's key leaders to:

▸ Shift their focus from fixing tactical issues to making strategic business decisions

▸ Eliminate costly downtime

▸ Provide tighter control over all marketing channels

Challenge

Carrington College operates in a competitive market where inquiry response time is critical. After experiencing costly system outages from their former system, the decision was made to look for an inquiry management platform

Satisfied School Partner

"With Sparkroom Marketing Software in place, I am confident we'll continue to optimize our marketing spend, make better business decisions and scale more quickly, putting us at a significant competitive advantage."

Andy Vaughn,
Vice President of Admissions and Marketing

that could offer a more robust, reliable performance, as well as real-time data insight and improved analysis.

"It wasn't acceptable for us to be waiting until Tuesday morning to see data from Friday," said Andy Vaughn, Vice President of Admissions and Marketing at Carrington College. "It became clear that we were relying on technology that simply couldn't scale with our growth, and it didn't provide the kind of real-time answers we needed."

Solution

Sparkroom Marketing Software

Carrington College selected Sparkroom Marketing Software for its reliable data capture and routing, as well as for its real-time reporting and in-depth, customizable analysis tools. The end result has empowered its key business leaders and enabled them to turn data into actionable business intelligence.

"It was clear to us that the Sparkroom platform was not only robust and scalable, it also offered greater analytics than any other product in the marketplace," said Vaughn. "The dashboards and web-based pivot analysis allow us to answer any question, providing us with an enormous amount of control."

Sparkroom Marketing Software captures inquiries from all of their online sources, performs screening to flag invalid or duplicate inquiries and delivers them in real time to Carrington College's internal systems. Sparkroom Marketing Software also provides real-time dashboards and ad hoc slice-and-dice capabilities that enable the school to measure performance across a broad number of dimensions including source, campaign, admissions team, geography, program, campus and student demographics.

"Since we deployed it, Sparkroom Marketing Software has become our primary day-to-day platform for managing the performance of our marketing activities," said Vaughn.

Results

With the help of the Sparkroom team and the industry-leading performance marketing software, Carrington College was able to:

▶ Increase inquiry volume without adding additional resources

▶ Dramatically improve their inquiry scrubbing and refund rates

▶ Gain much deeper insight into their marketing activities

The full lifecycle reporting capability of Sparkroom Marketing Software has also freed up key management staff at Carrington College to focus on strategic issues, while providing them with deeper insight into key marketing activities, from the cost of an inquiry all the way to the revenue generated by each source, program and campus.

College Profile ▶

Carrington College is a division of DeVry and one of the leading providers of post-secondary healthcare education in the western region of the United States. Their two brands, Carrington College and Carrington College California, have more than 10,000 students enrolled at 19 campuses located in high-growth markets as well as an online division.

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