



Custom Geo-Targeting

Employing Custom Geo-Targeting to Produce Campaign Efficiencies

BACKGROUND

A school with 13 campuses was using a typical geographic approach: targeting based on a standard mile radius around each campus. Though common and simple to set up, it was not delivering optimal results.

CHALLENGE

Analyze and optimize campaigns to boost the school's enrollment performance.

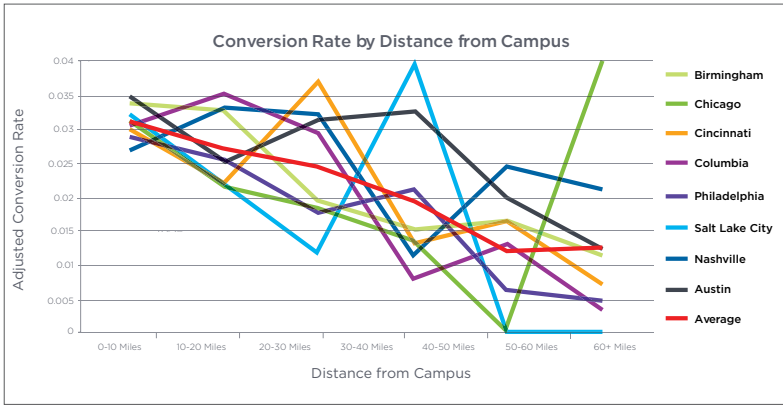
SOLUTION

To ensure generation of only the inquiries with the highest propensity to convert, Sparkroom made strategic zip code cuts, based on conversion performance, for both pay-per-inquiry (PPI) and pay-per-click (PPC) campaigns.

Strategic geo-targeting is an essential tool for both campus-based and online schools. The marketing analytics team at Sparkroom uses a cutting-edge geographic information system (GIS) to analyze marketing performance and generate custom geo-targeting initiatives. The complex rejection and validation rules of Sparkroom Marketing Software supported these optimizations, ensuring we attracted only our target audience without wasting media dollars on inquiries less likely to convert. The result of a properly executed geo-targeting effort can be higher conversion rates and lower costs per conversion.

Conversion Rate by Distance from Campus:

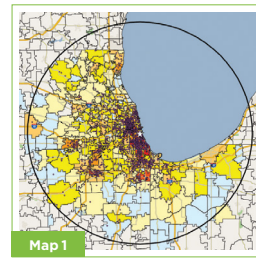
Conversion rates are not linear as you increase the distance from campus



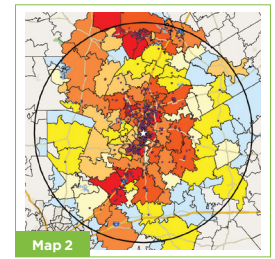
Rates differ dramatically by location and in most cases do not gradually decrease. The individual market lines bounce up and down across distance categories, in contrast to the linear decrease we typically see when charting volume by distance. Distance is not the only factor of conversion rates, nor is it the only geographic factor. Variables such as population density, transportation infrastructure and demographic factors impact conversion rates.

Heat Maps: Conversion Concentration Varies by City

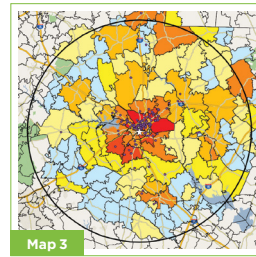
(Each map displays a 60-mile radius)



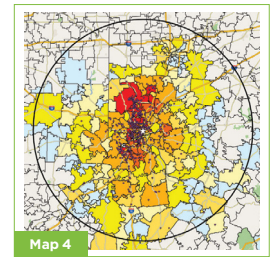
Chicago: The inquiry and conversion volume is clustered near the city center.



Austin: The inquiry and conversion distribution differs by direction as distance increases.



Columbia, SC: Most of the conversion volume is just north of the city.



Cincinnati: The most concentrated area of inquiry and conversion volume is inside and just north of the city.

RESULTS

-17 to -25% MEDIA SPEND

+25% OVERALL START RATE

Learn more about the benefits of geo-targeting here:

http://edu.sparkroom.com/hubfs/Sparkroom_Geo-TargetingWhitepaper.pdf