Determining Marketing ROI: Digital Lead Quality

Part 1

July 24th, 2023

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CAS experience
JULY 24-25 2023
CHICAGO, IL

Meet Our Presenters

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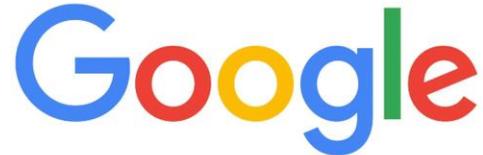**Liaison**

Agenda

1. Introduction

2. Target Quality Leads

3. Reduce Friction

4. Keep the Conversation Going

5. Monitor and Analyze Results

6. Conclusion | Q&A

Introduction

Defining Digital Leads

- Paid Social
- Pay Per Click | Search Engine Marketing
- Organic Leads

Points of Submission

In-App Lead Forms

Users do not navigate away from the app where the ad is seen. Forms are typically pre-filled with information already available to the app.

Landing Page Forms

Users link away to an external landing page with additional content and an opportunity to submit a request for more information. These can be hosted on the institutions' domain, subdomain, or a separate domain.

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Calculating ROI

Common measures for digital tactics

Cost Per Lead

Total Ad Spend / Number of Lead Forms Submitted

Cost Per Application

Total Ad Spend / Number of Applications with a Digital Form Source

Cost Per Enrollment

Total Ad Spend / Number of Enrollments with a Digital Form Source

Compared to net tuition revenue and/or customer lifetime value

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Considerations

- Average inquiry, applicant, and enrollment lifespans

- Other lead source yield rates and cost pers

Common Challenge

"We get a lot of leads, but none of them convert."

Understanding Your Audience

Demographics

Use as a tool for audience segmentation – market to an audience of one.

Behaviors

Not all users are created equal. Proactively respond to behaviors – active and passive.

Purchase Intent

Create a channel strategy that considers user needs and journey points.

Aligning UVPs and Audiences

- Leverage
  - First party data
  - Third party data
  - Ad platform segmentation
- Creative is key

Reduce
Friction

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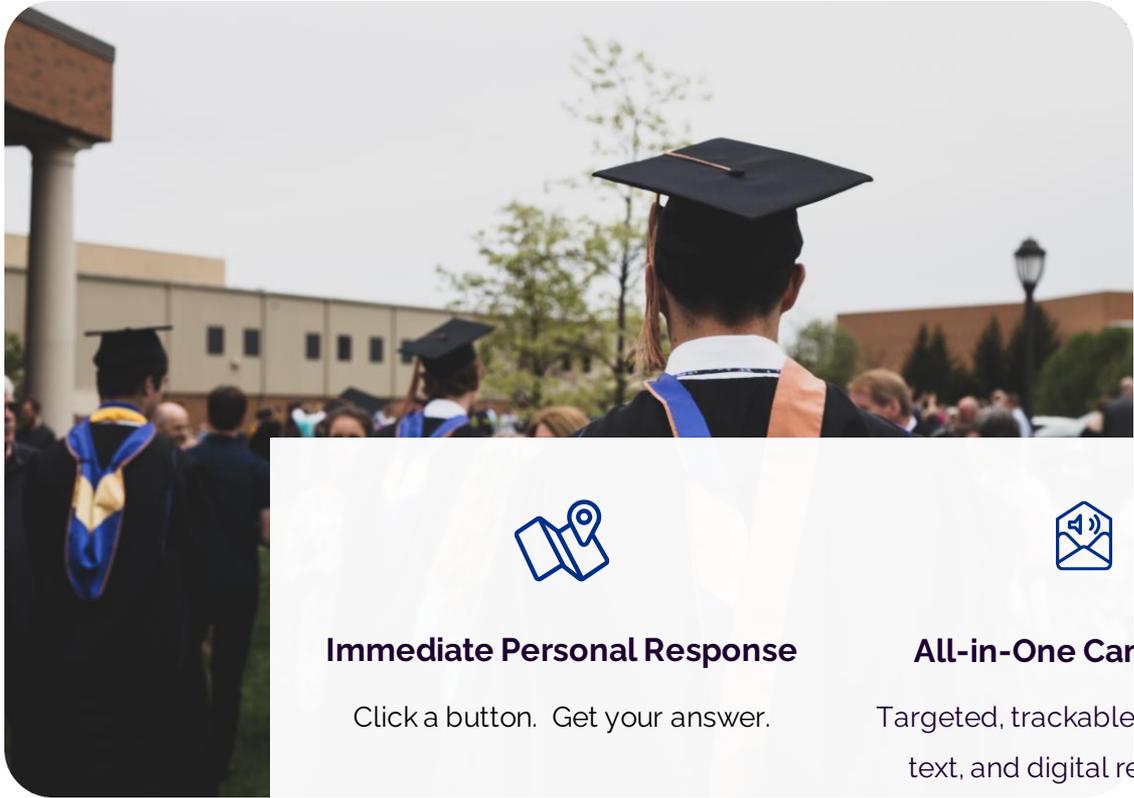JULY 24-25 2023
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Considerations

- User journey data
  - GA4
  - Ad platform reporting
- Form structure
  - Number of fields/pages
  - Pre-filled
- Design elements
  - Button contrast
  - Button/form location

Keep the Conversation Going

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Omni-Channel Outreach

Immediate Personal Response

Click a button. Get your answer.

All-in-One Campaigns

Targeted, trackable print, email, text, and digital retargeting

Seamless Integration

Immediate CRM integration and clear attribution tracking

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Monitor and Analyze Results

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KPIs

Impressions

Measure of awareness; indicator of audience capacity

Clicks

Measure of initial actions; indicator of audience targeting quality

CTR

Ratio of clicks compared to impressions; indicator of creative resonation

Lead Volume

How does this compare to internal resources for follow up?

CPL

Ratio of total ad spend to total lead forms submitted; compare to prior campaign performance and industry benchmarks

Frequency

The average number of times the same user has seen an ad; indicator of audience quality and need for creative refresh

Consideration

What attribution model will you use as your point of reference for digital spends? Last click? Multi-touch?

Channel Strategy

- Identify successful lead sources

- Leverage insights to optimize spend

- Consider inquiry/applicant timelines as iteration or intervention point
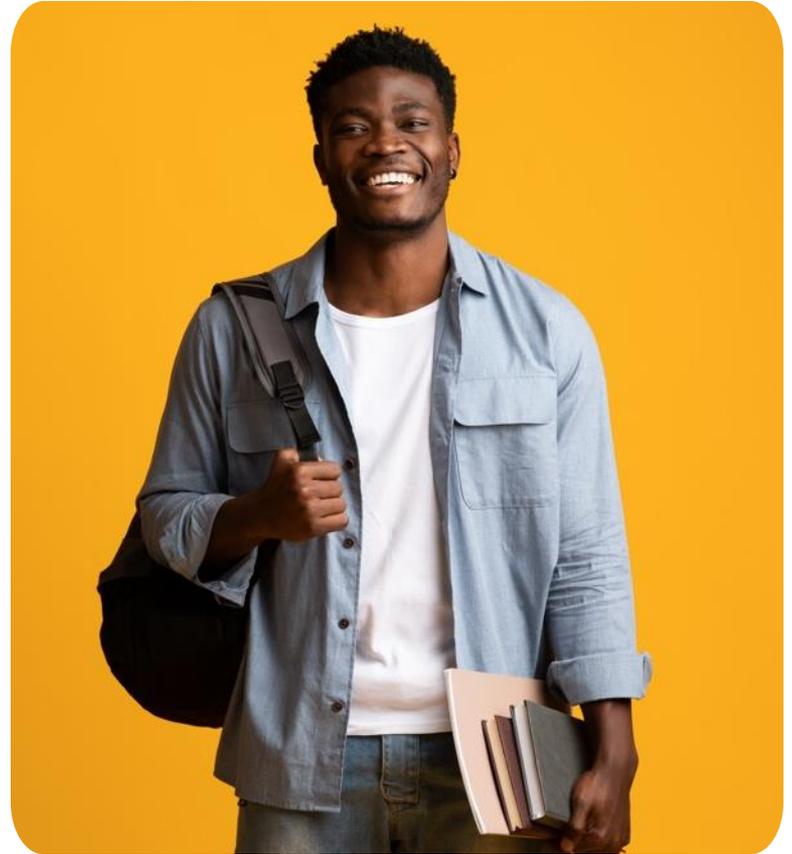
Conclusion

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Key Takeaways

1. Target Quality Leads

2. Reduce Friction

3. Keep the Conversation Going

4. Monitor and Analyze Results

Q&A