



**ASHWORTH
COLLEGE**
Education On Your Terms

When it comes to digital marketing and advertising, Big Data drives the most successful campaigns. Ashworth College, an online degree institution with over 50,000 students, knew this and partnered with Cybba to leverage its data and increase its enrollment.

Client Profile

Ashworth College is a nationally accredited institution that provides effective, affordable and flexible online career-focused educational opportunities. Currently, Ashworth offers more than 125 programs spanning online career certificate, associate degree, bachelor's degree and master's degree programs. Over its nearly 30-year history, Ashworth has graduated more than 300,000 students. But Ashworth still wanted to increase its enrollments and drive students to enroll in its courses for a high return on its investment.

For educational institutions, e-commerce is a new digital frontier. While Ashworth has its own branding strategy, it saw an opportunity with Cybba to boost its brand while keeping it consistent across strategic and highly-effective display retargeting strategies.

The Solution

For more than 125 academic course and program offerings, Cybba used several digital advertising strategies to reach Ashworth's goal: Enroll more students. Cybba used Ashworth's enrollment and onsite data to create an audience segmentation strategy and leveraged its expertise in programmatic display to optimize its retargeting inventory and data modeling tools.

Campaign Goals

Cybba needed to create an effective retargeting strategy that achieved the following objectives:

- Re-engage visitors who abandoned the site without enrolling in a course or program
- Raise conversion rates for online traffic during peak enrollment seasons and down periods
- Maintain consistent branding across advertising for each academic offering



To find out more, please contact us at (857) 284-7000 or marketing@cybba.com
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Campaign Strategies

Program Segmentation

Prospective students and visitors who viewed a specific course or program page on Ashworth's site were segmented to be served ads for that same course or program wherever they went on the internet. This specific segmentation gave Cybba the ability to serve highly targeted, specific creatives to visitors who were interested in particular programs.

Facebook Retargeting

In addition to bidding strategically, Cybba used Facebook ads to retarget specific audiences and return them to Ashworth's site to continue their enrollment. Facebook retargeting helped Cybba continue the longevity of the campaign and reach additional campaign segments.



Strategic Bidding

Cybba used Ashworth's hundreds of thousands of monthly site visits in its data management platform (DMP). Cybba's custom DMP and world-class traders collected Ashworth's data and bought specific ad inventory based on models of optimal sites for visitors, cost of ad inventory, and frequency of visit to a particular site. Cybba's DMP also included data from previous prospective students that could be used to gauge the sites that current prospective students would likely visit.

Cybba's optimal bidding strategy included blacklisting sites to block off-brand sites from showing Ashworth's retargeting ads, and to reduce the number ads each visitor was served. Cybba additionally whitelisted sites to serve its retargeting ads on premier webpages where targeted audiences visited, such as the New York Times. With Cybba's DMP and audience reach, Ashworth was able to access 98 percent of the internet's advertising inventory.

Results

Cybba has helped Ashworth reach its ads retargeting campaign objectives and beyond. Ashworth has already achieved the following results from Cybba's retargeting technology:

38%

Increase in
Conversions YoY

37%

Click to
Conversion Rate

100⁺

Weekly
Conversions

40%

Lower CPAs

over
1 Million

Monthly Retargeting
Impressions

100%

CPA Goal
Attainment

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