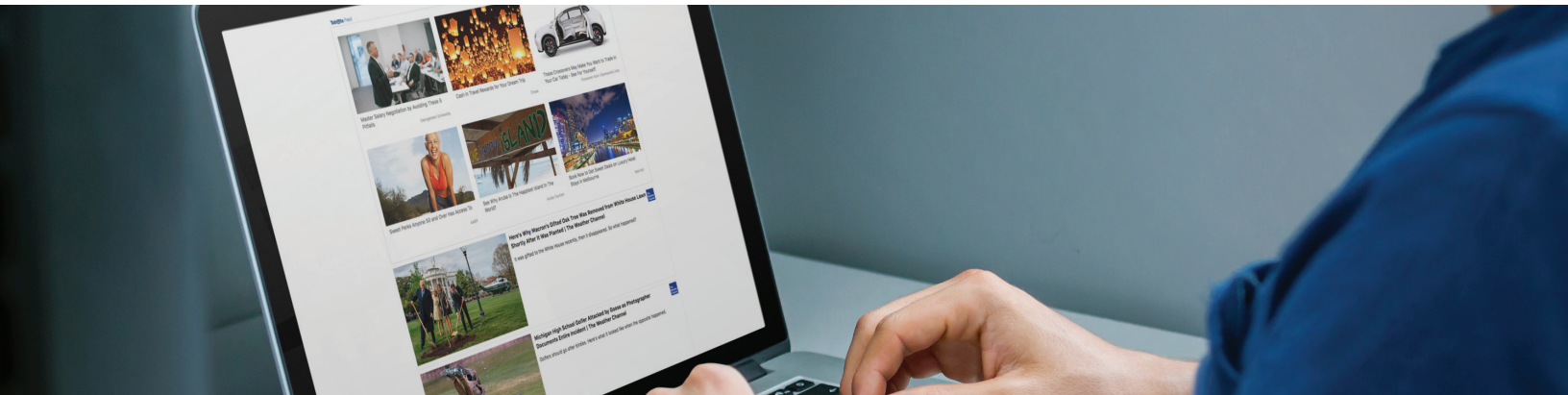


DMI Increases Conversions for Georgetown University School of Continuing Studies' Campaigns by 740% with Taboola



GEORGETOWN UNIVERSITY
School of Continuing Studies

"When we first tested native advertising, we assumed it was going to be an upper funnel tactic only, but it's proven to be an effective lead generation tactic as well—because native is very scalable and driven by the CPC model, it's worked well in Georgetown University's favor for efficient and effective performance."

- Yooyung Imsland, Director of Media Strategy at Digital Management, Inc. (DMI)



COMPANY

Georgetown University is one of the world's leading academic and research institutions, preparing the next generation of global citizens to lead and make a difference in the world.



CHALLENGE

Support **Georgetown University** higher education continuing education campaigns by increasing campaign CVR and decreasing CPA.



SOLUTION

Use **Taboola** discovery platform to promote thought leadership and program-related content effectively and at scale.



RESULTS

With **Taboola**, DMI achieved an **740% increase in CVR**, and an **84% decrease in CPA** for **Georgetown University** campaigns.

740%

Increase in Conversion Rate (CVR)

84%

Decrease in Cost Per Acquisition (CPA)



Introduction

Georgetown University is one of the world's leading academic and research institutions, offering a unique educational experience that prepares the next generation of global citizens to lead and make a difference in the world.

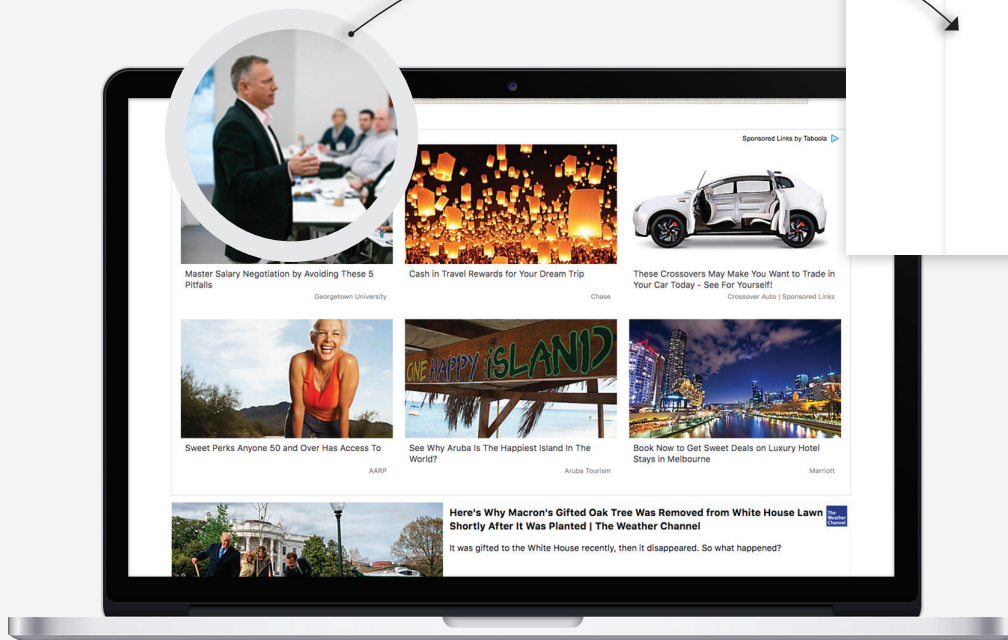
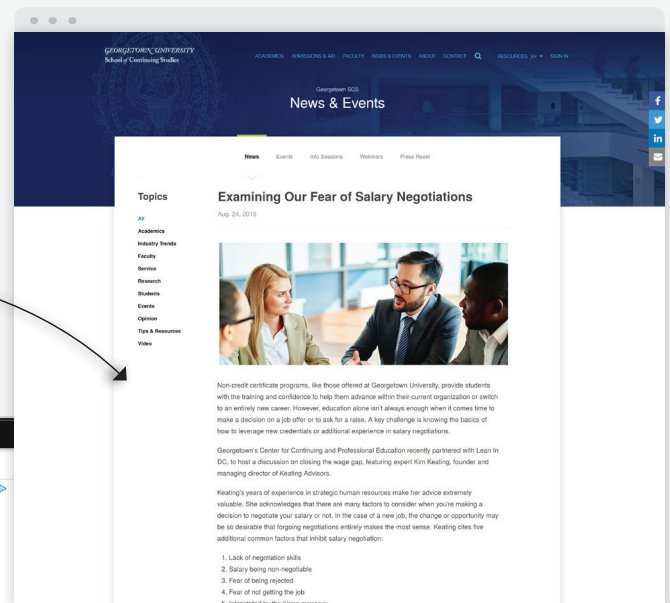
They are a vibrant community of exceptional students, faculty, alumni and professionals dedicated to real-world applications of research, scholarship, faith and service.

Digital Management, Inc. (DMI) created the first integrated end-to-end connectivity company in the world—enabling enterprises to build revolutionary brands and connect with customers in mobile-driven markets unlike ever before.

They build full funnel integrated media plans designed around specific program target audiences and work closely with Georgetown to amplify their relevant and engaging content.



DMI Increase Conversions for Georgetown University School of Continuing Studies with a Variety of Content





Georgetown University School of Continuing Studies Content Drives Conversions Throughout the Funnel with Taboola

DMI uses the **Taboola** discovery platform for both brand awareness and lead generation campaigns, a strategy that evolved as **Georgetown University SCS** campaigns performed well throughout the consumer funnel.

Taboola supports many of **Georgetown University's** higher education campaigns—using both thought leadership content, and content related directly to their programs.

Content is created by **Georgetown University** faculty and an internal journalist, edited by their in-house marketing content strategist, and posted on their site.

DMI's strategy includes promotion of this content on a landing page with easy navigation to a form, which drives more leads than those with no links or buttons for navigation. They pair this strategy with click trackers to attribute conversions to **Taboola** campaigns.



Taboola Results Continue to Trend Towards Even Better Performance

DMI has tested other native platforms and native programmatic solutions in the past, and Taboola has been a consistent top performing partner.

With **Taboola**, DMI was able to achieve their goals for **Georgetown University** campaigns, with an **740% increase in CVR**, and an **84% decrease in CPA**.

Taboola campaign results are continuing to grow positively, and DMI looks forward to a continued partnership in the future.