

# University of Tennessee Martin

## CASE STUDY



THE UNIVERSITY OF  
TENNESSEE

**AGENCY:** Salvage

**VERTICAL:** Education

**PROBLEM:** Client was experiencing a 5 year decline in enrollment

**SOLUTION:** Created a multi-tactic digital services campaign to drive tour sign ups and applications



**CREATIVE:** GIF

### TACTICS INCLUDED:

- LBA
- Site Retargeting
- IP Targeting
- Search Keyword Retargeting
- Contextual Targeting

### RESULTS:

- 1.12M impressions
- 2133 clicks
- .19% CTR
- Drove 91,210 Site Visits
- Drove 149 Tour Sign Ups
- Contributed to a 62% YoY increase in Applicants
- By targeting qualified potential students we increased the number of admitted students by 67%
- Enrollment of transfer students from surrounding community colleges increased by 100%
- Number of admitted transfer students increased by 430%

### CLIENT QUOTES:

"Plus, when we first started working with this client, they were coming off of a 5 year decline...this is the first time they are seeing positive numbers in this many years and we are JUST getting started! So exciting!"

"Fantastic! They love the results so far!"