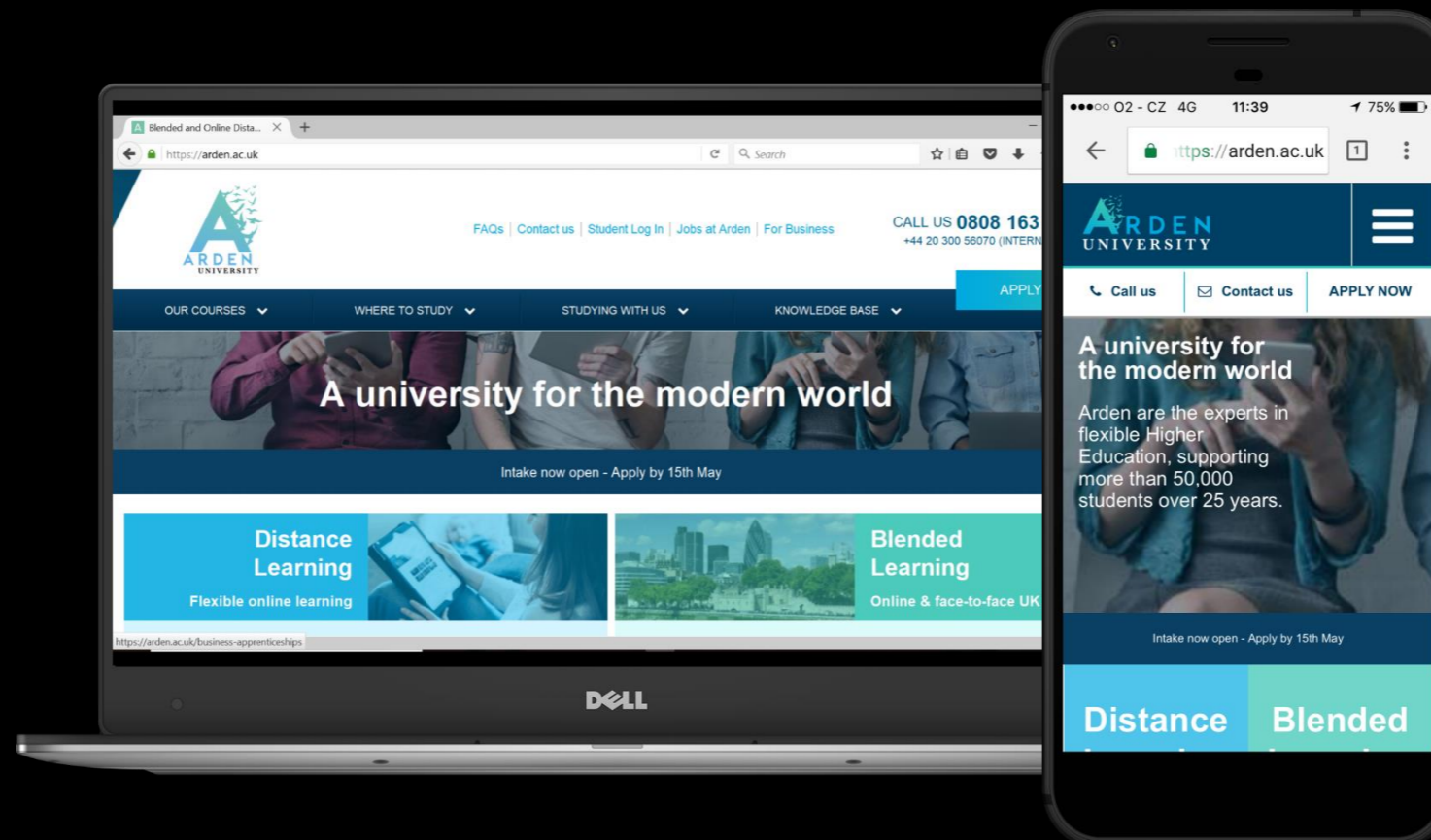




Arden University PPC Case Study

<https://arden.ac.uk>
B2C Higher Education



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PPC Channels Managed



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Brief

- **Arden University are the UK experts in flexible degrees, masters & MBAs.**
- **We were commissioned to revamp their paid search & paid social strategy to increase both distance learning and 'blended' course enrolments for the same budget as the year prior.**



Method

Beyond Sponsored Facebook Posts

- We made full use of all the available creative ad formats on Facebook.
- Carousel, lead ads and remarketing audiences based on video ads.
- Lookalike audiences were a key feature here too based on pixel events and e-mail lists.

Arden University
Written by Clean Digital [?] · 23 January · 🌐

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74 10 Comments 20 Shares

Like Comment Share



Method

Sequential Ad Messaging

- Large scale ad testing to drive users through to application as intakes approached their deadline.
- We saw stronger conversion rates when users are shown ads with a sense of urgency.
- Updating ads kept them fresh and avoided potential “ad fatigue” across the channels we managed.

Arden University In London | April Intake Now Open

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Method

Localised Creative

- For our Remarketing campaigns, we served localised ads, micro targeted to our best performing cities.
- These had a much higher engagement rate than our standard course-led ad content
- i.e. London and Manchester as shown here.





Method

Smart Landing Pages

- We identified query themes that consistently drove high quality traffic and advised on new landing page content to help increase relevance.
- This provided a seamless journey from ad click to application.
- This led to an improvement in Quality Scores in Google Ads and higher conversion rates.

The screenshot shows the Arden University website for the 'Study Healthcare Management in Ealing' program. The page features a blue header with the Arden University logo, a 'Clearing 2018 limited places available' banner, and navigation links for 'FAQs', 'Contact us', 'Student Log In', 'Jobs at Arden', and 'For Business'. Below the header is a white navigation bar with 'Call us', 'Contact us', and 'APPLY NOW' buttons. The main content area has a large image of a cityscape with the text 'Study Healthcare Management in Ealing'. Below this is a light blue banner with the text 'Learn while you earn: Study the smart way with Arden'. A dark blue banner below that says 'OCTOBER INTAKE NOW OPEN'. The main body of the page is white and features the heading 'Why choose Arden University?'. There are three columns of content: the first has three teal hearts and the text 'Get the career you want in Health or Social Care'; the second has an icon of an open book and the text 'Earn and learn at the same time'; and the third has the text 'Arden's innovative approach provides'.



Method

Facebook Lead Ads

- We trialled different lead form variations, testing the length/complexity of the questions.
- Based on the feedback on lead quality, we could establish which lead forms had the strongest ROI and focus our budget there.

Arden University

Learn more by providing your info below.

First Name

Last Name

Email Address

Phone Number

What is your highest education?

Desired Start

Desired Location

By clicking Submit, you agree to send your info to Arden University who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [Privacy Policy](#)



Results

**Significant YoY
growth in campus
leads**



**19% boost in Click
Through Rate (CTR%)**



**62% more clicks YoY
for same budget**





Results

“Their level of service has consistently been second to none. Rory and the team are responsive, reliable and always go the extra mile to ensure any query (no matter how big or small) is resolved.

In my experience of working with agencies, Clean Digital top the list. A great bunch of people who are the real experts in what they do. I would highly recommend! Thanks for all of your help guys!”

**Jo Wiggin
ARDEN UNIVERSITY**



Contact Info

Want to hear more about the work we do at Clean Digital?

- <https://cleandigital.co.uk/case-studies.php>
- Or e-mail rod@cleandigital.co.uk to arrange a chat