## Case Study - University in New Jersey

A University partnered with Utopiads to increase program inquiries and drive student enrolments. With competitive pressure in the education sector, the university needed a reliable partner to build an efficient, scalable lead generation system. Utopiads implemented a paid media strategy across multiple Google channels, using data-driven targeting, program-specific messaging, and conversion-focused optimizations to capture and convert high-intent prospective students.

**4,582**

Student inquiry submissions

**414**

Student enrolments

**1,068**

Admission requests

**314**

Admission meetings booked

**2,678**

Contacts generated

**109**

Phone consultations requested

### Solutions

- Multi-channel paid media approach tailored to student behavior
- Full-funnel campaign structure aligned to prospective student intent
- Ongoing optimization for bids, creative, and audience segmentation

### Strategy / Approach

- Developed campaigns across Google Search, Discovery, Display, and Performance Max
- Conducted keyword and competitor research to guide ad copy and targeting
- Layered demographic and audience targeting for greater precision
- Created program-focused campaign groups and tailored creatives
- Used retargeting and automation to expand reach and nurture interest

### Challenges

- Low lead volume from existing paid efforts
- Difficulty connecting with qualified student prospects
- Lack of program-specific campaign targeting

### Conclusion

Through a thoughtful, multi-channel PPC strategy, Utopiads helped the University reach more prospective students and increase qualified inquiries—ultimately driving meaningful enrolment growth.