300% increase in NEW TRANSFER STUDENT APPLICATIONS from the previous fall term

194% increase in NEW APPLICANTS from the previous fall term*

9% increase in TOTAL HEADCOUNT from the previous fall term*

99% budget utilization

Campaign was $84.50 less than the national average for UNDERGRAD RECRUITMENT

See it in action at: https://youtu.be/xxbtutcLa4M

*These outcomes were the result of this campaign in conjunction with other marketing efforts.