

ENQUIRY BUNDLES

CASE STUDY



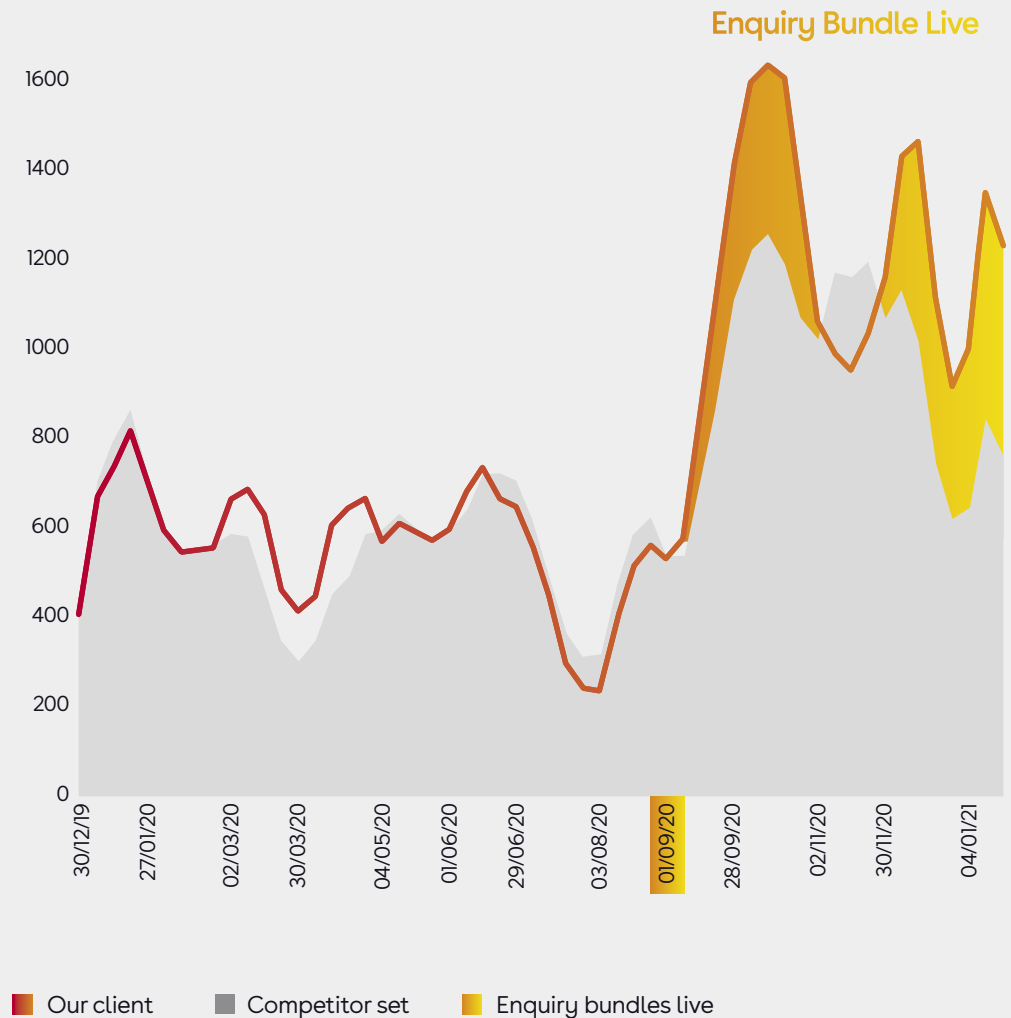
ENQUIRY BUNDLE INCREASES ONSITE ENGAGEMENT BY 363%

We recently ran two Enquiry Bundles for one of our university clients on Whatuni.com to boost their brand awareness, drive conversion and increase their engagement with prospective students. They ran their first Enquiry Bundle from 1 September to 27 October 2020 and their second from 1 December to 19 January 2021. For both these periods they outperformed their competitor set and only dipped below for the brief period between the two live Enquiry Bundles.

Focusing on their first Enquiry Bundle, they saw a 363% increase in onsite engagements for the duration of that period. Their first Enquiry Bundle led to an increase in all metrics, including:

- Over 280,000 search views (appearances within search results)
- 52,420 onsite engagements (incl. course views, profile views, video views and open day views)
- 106 'request info' email leads / web-clicks
- 102 'book open day' clicks
- 598 prospectuses requested
- Over 3,400 total clicks/ leads delivered through to our university client's website

ENQUIRY BUNDLES BOOST STUDENT DEMAND





ENQUIRY BUNDLE VS NO ENQUIRY BUNDLE

Enquiry Bundles ensure that institutions benefit from top-tier positioning on relevant course searches, thereby boosting brand awareness in front of a highly qualified audience of prospective students. To demonstrate the value of having an Enquiry Bundle versus not having one, we compared running an Enquiry Bundle versus the same period prior. The comparative date ranges are 6th July - 31st August vs 1st September - 27th October (first enquiry bundle).


Results showed an increase across all metrics:

- **147% increase in appearance in searches**
- **363% increase in onsite engagements**
- **307% increase in interactions**

Enquiry Bundles boost universities' brand awareness, engagement and conversion of prospective students across our two leading UK student-facing websites. **The impact on search demand and user interactions can be immediate.**

WORK WITH US

To find out more about how Enquiry Bundles can enhance your return on investment and deliver more qualified leads, reach out to us using the below details.



Email us:

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Across the web

idp-connect.com