



“Our work with MF Digital got us to our enrollment goal. And more. It’s that simple.”

Doug Sylvester Dean and Professor of Law, Arizona State University



Case Study: Arizona State University Sandra Day O'Connor College of Law

Objective:

ASU Law wanted more quality applications to increase verified enrollment for their MLS (Master of Legal Studies) and LLM (Master of Laws) programs. After delivering strong results, the Dean added the JD program to the campaign.

Results:

In just two years, ASU Law has seen:

- Applications increase over 40%
- Enrollees increase over 30%
- Rankings in *U.S. News and World Report* improved by SEVEN PLACES from #32 to #25.

The campaign is constantly evolving as we glean more and more insights from user behavior, and as new degrees and areas of focus are added.

This is How We Did It...

Existing Situation:

The Dean recognized that in asking the Admissions and Marketing departments to deliver more students, more resources would need to be allocated to them. ASU selected MF Digital to take on the job because of not only our focus on graduate programs exclusively, but also our keen understanding of the unique support needs of graduate admissions.

Approach:

MF Digital collaborated with the Admissions and Marketing departments to become one unified team. Working with the ASU IT department, fields were created and databases were linked. Then, the search campaign began. Prospective students were served ASU Law ads. Next, these prospects clicked-through to arrive at a landing page where their experience was optimized. On these pages, they were compelled to submit their email addresses for future communication. Finally, prospects received email messages with content automatically generated messages based on their behavior (what they clicked on), encouraging them to apply. Future messages continued to be generated dynamically, encouraging students to apply, and then once applied, to enroll if admitted.

