

# CSB Grad Programs Recruiting Data

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# International MBA Leads - June 2017-2019

Row Labels	Count of Original Source
Other Campaigns	1
Email Marketing	1
Social Media	3
Referrals	5
Organic Search	72
Direct Traffic	85
Paid Social	89
Offline Sources	142
Paid Search	198
<b>Grand Total</b>	<b>596</b>

# International MBA

## IMBA Spring 2019 Campaign

### ▼ Traffic ⓘ

All traffic >

View tracking URLs

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SOURCE	VIEWS	NEW VISITOR SESSIONS	NEW CONTACTS
Other campaigns	6,220	2,281	1
Paid search	183	81	6
Paid social	98	41	5
Social media	34	18	-
Total	6,537	2,423	12

# International MBA Emails - Spring 2019

OPEN RATE	64.00%
CLICK RATE	8.47%
SENT	982
CLICKED	116

# Professional MBA Leads - June 2017-2019

Row Labels	Count of Original Source
Email Marketing	2
Referrals	3
Other Campaigns	4
Social Media	5
Paid Search	7
Offline Sources	54
Paid Social	61
Direct Traffic	100
Organic Search	109
<b>Grand Total</b>	<b>345</b>

# Professional MBA Spring 2019 Campaign

## ▼ Traffic ⓘ

All traffic >

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SOURCE	VEWS	NEW VISITOR SESSIONS	NEW CONTACTS
<a href="#">Other campaigns</a>	2,875	2,249	-
<a href="#">Paid search</a>	458	450	-
<a href="#">Paid social</a>	67	26	54
<a href="#">Social media</a>	60	22	-
<b>Total</b>	<b>3,471</b>	<b>2,750</b>	<b>54</b>

<b>50</b> Leads (Form)	<b>26,556</b> People	<b>179,206</b> Total	<b>\$49.60</b> Per Lead (F...	<b>\$2,480.18</b> Total Spent
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# Professional MBA Emails - Spring 2019

OPEN RATE	54.72%
CLICK RATE	15.93%
SENT	743
CLICKED	69

# M.S. CSIS Leads - June 2017-2019

## Spring 2019

Row Labels	Count of Original Source
Email Marketing	1
Social Media	1
Referrals	1
Other Campaigns	2
Paid Search	9
Organic Search	27
Paid Social	38
Direct Traffic	56
Offline Sources	69
<b>Grand Total</b>	<b>204</b>

41 Leads (Form)	43,557 People	90,739 Total	\$34.84 Per Lead (F...	\$1,428.40 Total Spent
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Clicks 323	Impressions 19.6K	Avg. CPC \$5.01	Cost \$1.62K
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# M.S. Accountancy Leads - May 2017-2019

Row Labels	Count of Original Source
Social Media	3
Referrals	6
Paid Search	49
Offline Sources	91
Organic Search	92
Paid Social	116
Direct Traffic	132
<b>Grand Total</b>	<b>489</b>

# M.S. Accountancy Fall 2018 Campaign

## ▼ Traffic ⓘ

All traffic >

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SOURCE	VIEWS	NEW VISITOR SESSIONS	NEW CONTACTS
<a href="#">Paid search</a>	767	487	29
<a href="#">Email marketing</a>	46	11	-
<a href="#">Paid social</a>	12	-	40
Total	825	498	69

# M.S. Accountancy Spring 2019 Campaign

## ▼ Traffic ⓘ

All traffic >

View tracking URLs

Create tracking URL

SOURCE	VEWS	NEW VISITOR SESSIONS	NEW CONTACTS
Paid search	168	126	4
Email marketing	40	19	-
Paid social	1	-	25
Total	340	206	31

**147**  
Leads (Form)

**27,503**  
People

**313,378**  
Total

**\$27.20**  
Per Lead (F...

**\$3,997.98**  
Total Spent

Clicks

659

Impressions ▼

19.9K

Avg. CPC

\$2.91

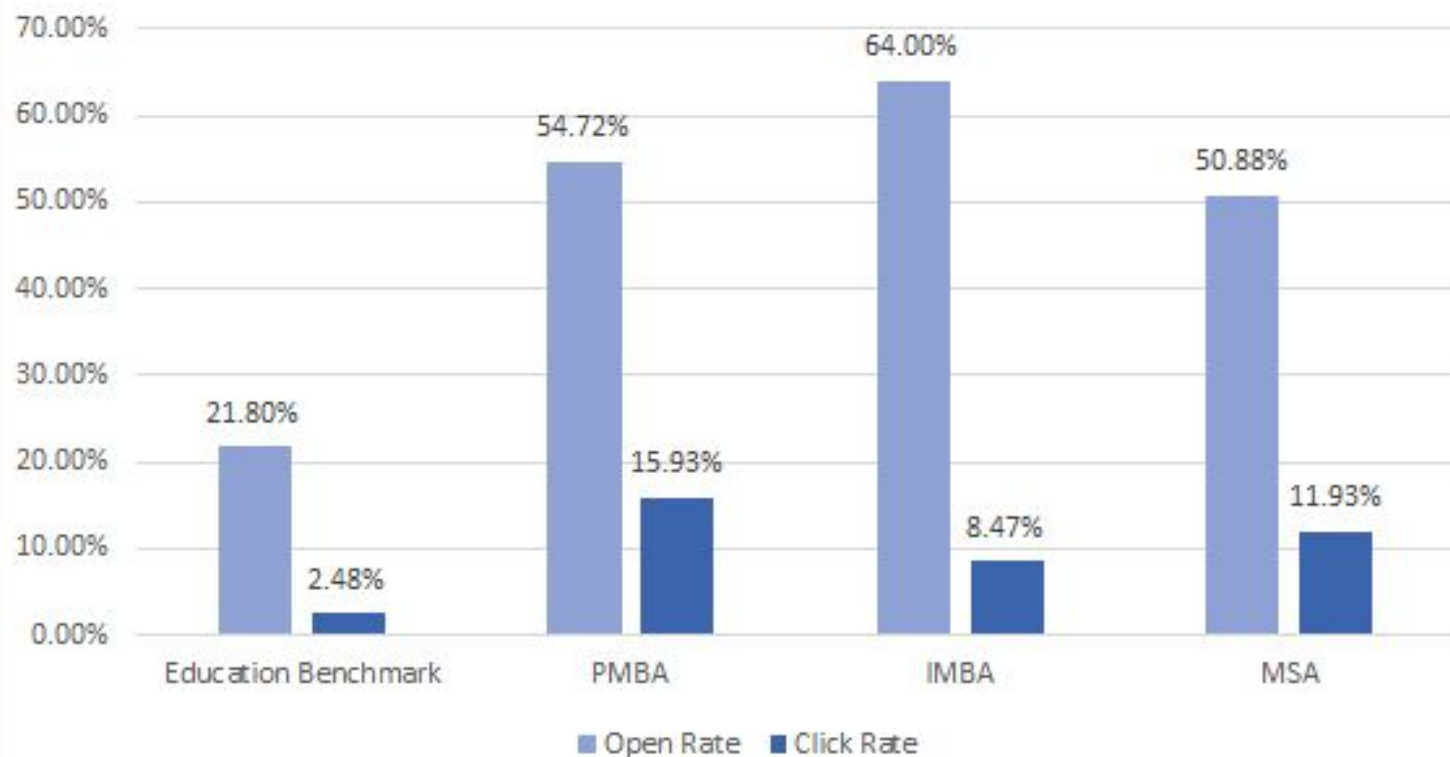
Cost ▼

\$1.92K

# M.S. Accountancy Emails - Spring 2019

OPEN RATE	50.88%
CLICK RATE	11.93%
SENT	3,221
CLICKED	170

## Education Industry Marketing Email Benchmarks



Source: MailChimp, March 2018