

VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT

Nashville, TN

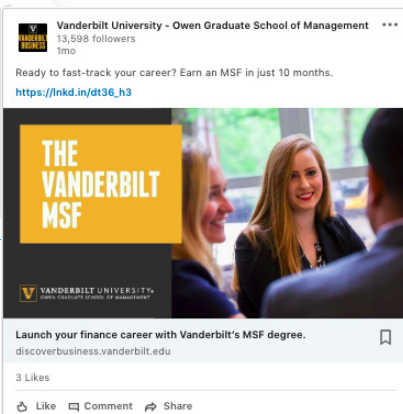
business.vanderbilt.edu



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OWEN GRADUATE SCHOOL OF MANAGEMENT

Vanderbilt partnered with RNL + Converge to consolidate their marketing efforts to a single vendor and helped grow the enrollment of Owen's six Master's degree programs, as well as their Executive Education offerings and Accelerator Summer Business Institute. Through the development of comprehensive digital marketing strategies and a highly collaborative relationship, Vanderbilt has already seen strong results.

Vanderbilt was one of the first RNL + Converge clients to receive our new dashboards, new Google Data Studios reporting tool, and have given extremely positive feedback. Vanderbilt is also one of the first clients to incorporate our Full Funnel Reporting capabilities, allowing the team deeper insight into the prospective student's enrollment process.



In the first six months, Owen saw:
6.8 mil impressions
\$100.37 CPL



DATA-DRIVEN RESULTS

PARTNERSHIP OUTCOMES

937 leads
since campaigns launched
in July 2018

20 initiatives
across 8 different platforms
in under 5 months

6.8 million
impressions since July 2018

5.22%
conversion rate (CVR) across
programs

NEW & NEXT

Since launching, Vanderbilt has leveraged Princeton Review as a third-party advertising strategy seeing 154 leads from this effort alone.