

CAMPAIGN RESULTS

2021 CO FREE APP DAY



KEY MESSAGING: GET HERE -
WHERE WARNER COLLEGE CAN
TAKE YOU.

ROLE: STRATEGY, VIDEO
EDITING, CONTENT
MANAGEMENT, AND BUDGET
MANAGEMENT.

CAMPAIGN RESULTS:

CONVERSION RATE: 1.4%
APPLICATIONS: 39 (194 TOTAL
APPS)

2021 LEAD GENERATION



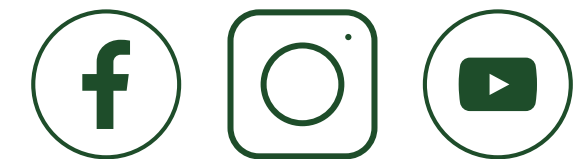
KEY MESSAGING:
"CAREER" WANTED - WHERE THE
MAJORS CAN TAKE YOU IN THE
FIELD AND AFTER GRADUATION.

ROLE: AUDIENCE ANALYSIS,
VIDEO EDITING, CONTENT
CURATION, AND BUDGET
MANAGEMENT.

CAMPAIGN RESULTS:

CONVERSION RATE: 2.1%
APPLICATIONS: 27

2020 CO FREE APP DAY



KEY MESSAGING: APPLY TODAY - AN
ACTION CAMPAIGN TO DRIVE
TRAFFIC TO INQUIRY FORM AND
APPLICATION.

ROLE: AUDIENCE ANALYSIS,
STRATEGY, VIDEO EDITING,
CONTENT CURATION, AND BUDGET
MANAGEMENT.

CAMPAIGN RESULTS:

CONVERSION RATE: 2.2%
APPLICATIONS: 34 (175 TOTAL APPS)