

Claire Pettit Arabie

From: Rick Bowden <Rick.Bowden@thru-line.com>
Sent: Tuesday, April 2, 2019 11:49 AM
To: 'laura colligan'; 'Hope Rurik Aucoin'; Elizabeth Rose; Carla Fontenot; Claire Pettit Arabie
Cc: Doug Wickland; Morgan Gonzalez
Subject: UL Lafayette/TL Call Recap 4/2
Attachments: March EOM PPC & SEO Pacing Report (110 KB); For Approval: PPC A/B Test #2 (146 KB)

Hello,

The recap from our discussion is below. Please review and reach out with any questions – thank you!

Action Items

TL

- To send Keyword and Meta Title updates for review/approval/implementation
- To provide initial social boosting report for review and approval before EOW
 - o Once approved, we'll send on monthly basis

UL Lafayette

- To provide upcoming application and start dates (annotations/comments encouraged to help with clarification)
- To provide update on FY20 budgets and goals – ETA EOW

Discussion Items

- Pacing (attached)
 - o *Note: Referral traffic peaked due to an internal LMS outage in March*
- Conversion report (sent in previous email on 4/1)
 - o Will discuss on next week's call after UL Lafayette has reviewed
- Clarification of start dates
 - o Awareness of upcoming start dates aids TL in:
 - 1) Strategic planning and budgeting
 - 2) Conversion reports which inform how we are progressing and what programs to push during app periods
- FY20 budget/goals updates
 - o ULL to provide update before EOW
- Thruline's approach to retargeting/boosting
 - o Retargeting
 - Current retargeting strategy is designated for PPC only and pixelated FB visitors will be presented one of a couple of generic UL Lafayette ads on their next FB login.
 - Re: best practice, TL is agnostic on retargeting method as our primary emphasis is to increase volume. We typically keep PPC and SEO separate but can combine as a test to see if it will impact lead volume.
 - Pixels on organic site
 - Upon further investigation, TL confirms that a pixel was, in fact, placed on the SEO site in 2017 for the purposes of generating more leads for PPC. We placed it when we first began running ads to reach a larger audience for retargeting since we didn't see much traffic on the PPC site initially. It more or less served as a catalyst to get the campaign moving. Seeing that the pixel is still in place, TL can either run the PPC and SEO pixels together to gain more traffic or we can target PPC and remove the SEO pixel entirely. **Please advise on how you'd like to move forward.**
- o Boosting

- TL allocates \$200/boost, and for the usual two per month we spend \$400. UL Lafayette is unable to see boosting info on their Ad Manager because TL set up a separate account to manage as boosting is funded from the Inbound campaign. Per request, TL will provide monthly report outlining cost and impressions for boosting content. We'll send an example report before end of week to get approval on content and layout.

Follow up items

- PPC phone number (initial test proposal attached for reference; sent 10/1/2018)
 - o Recommendation to move number provided in performance report sent 1/15/2018 (screen shot below)

Digital Marketing/PPC Performance through 1/13

MTD Form Leads	Form Lead Goal	Lead Pace	MTD Form CPI	Form CPI Goal	MTD Form C-I Conversion	Spend to Date	Budget	Spend Pace
75	119	179	\$103	\$150	9.34%	\$7,728	\$17,868	\$18,434

- Pacing is on budget for 150% of lead projection 150% and CPI an excellent 30% under target.
- C-I conversion rate continues recent up trending above 9%.
- General Studies has the most leads so far this month with 18. Master of Science Nursing is close behind with 16.

A/B Test – Remove Phone Number

The test has been running since mid-November and has had 234 generations. The goal of the test is to validate ThruLine expectation that relocating the phone number from the top of the page to the bottom would improve form lead conversion/volume that is more accurately reportable and down funnel trackable. The variant (phone number at bottom of the page) ended with a 7.5% lead conversion rate compared to the control's 7.02%.

> ThruLine believes this test has run its course and suspended it as of 1/14. ThruLine's recommendation is for UL Lafayette to remove the phone number from the top of the page and place it at the bottom of the page.

Inbound/SEO Performance through 1/13

- HSA ads – pending approval from Health Services dept.
- MSN waiving the GRE
 - o Ad copy pending receipt
- Social Boosting
 - o HSA blog – **approved** and is scheduled to boost **4/2**

Best,

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