

# Case Study: U of F MBA Program

## UF | MBA



Total Impressions Served  
Over Length of Campaign

**3.3 Million**

Average Click-Through Rate  
Over Length of Campaign

**0.31%**

Total Number of Closed Leads  
Over 2 Month Campaign

**59**

### Overview

The University of Florida's Hough School of Business has used ReTargeter to keep their messages in front of prospective students. In two months, they were able to serve 3.3 million impressions, receiving a 0.31% click-through rate.

Nathan Lowery of Lipof, the ad agency that handles the University of Florida's marketing, has found retargeting to be an effective way to recapture interest and ultimately drive conversions. Prior to launching their retargeting campaign, Lipof had focused the lion's share of the University's budget on driving new traffic to the website, largely via direct ad buys on premium sites. However, while they were able to successfully drive new traffic to the UF site, getting that traffic to convert proved a challenge. ReTargeter has solved the problem by bringing qualified prospects back to their site, resulting in 59 closed leads over two months.

"ReTargeter has worked as a great tool to communicate with prospects that we may not have captured the first time they visited our client's website. We spend a lot of effort initially pulling prospects to the UF site, and in the past we had no way to get our message in front of them again unless they specifically requested more information."

Nathan Lowery | Lipof