

2012 Pay per Click Marketing Trends in Higher Education

Presented by:
Higher Education Marketing
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How did we arrive to these numbers?

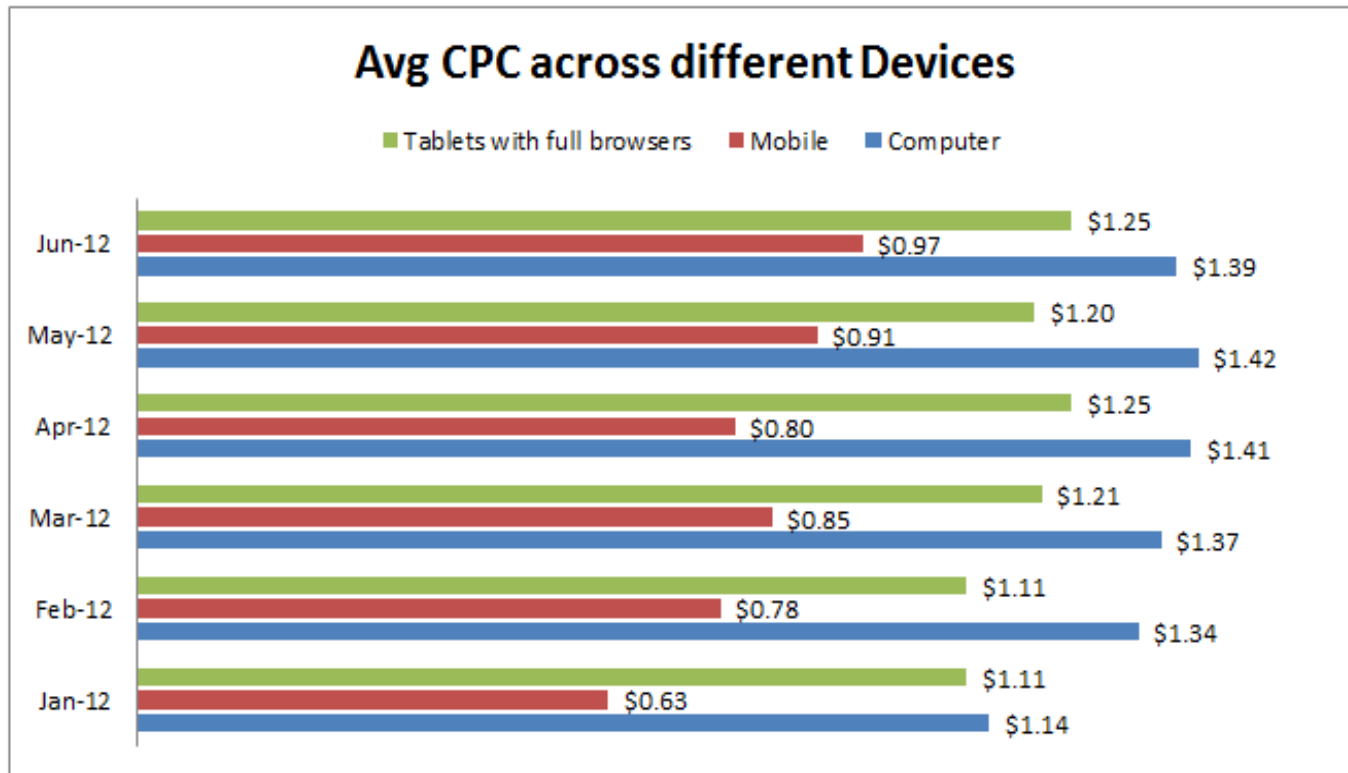
- ① Higher Education Marketing compiled a sample of its clients data for which we manage their PPC activity on Google AdWords
- ② The date range of the analyzed data went from January 1st 2012 to June 30th 2012 compared to January 1st 2011 to June 30th 2011
- ③ For the purpose of this study, a conversion is a prospective student inquiry

What's covered in this Study?

- ① Avg. CPC across different devices
- ② Conversion Rates across different devices
- ③ Cost-per-conversions across different devices
- ④ Year over Year Trends for Mobile Cost-per-conversions
- ⑤ PPC budget distribution by device type
- ⑥ The pros and cons of doing it yourselves vs. outsourcing the management to an experienced vendor

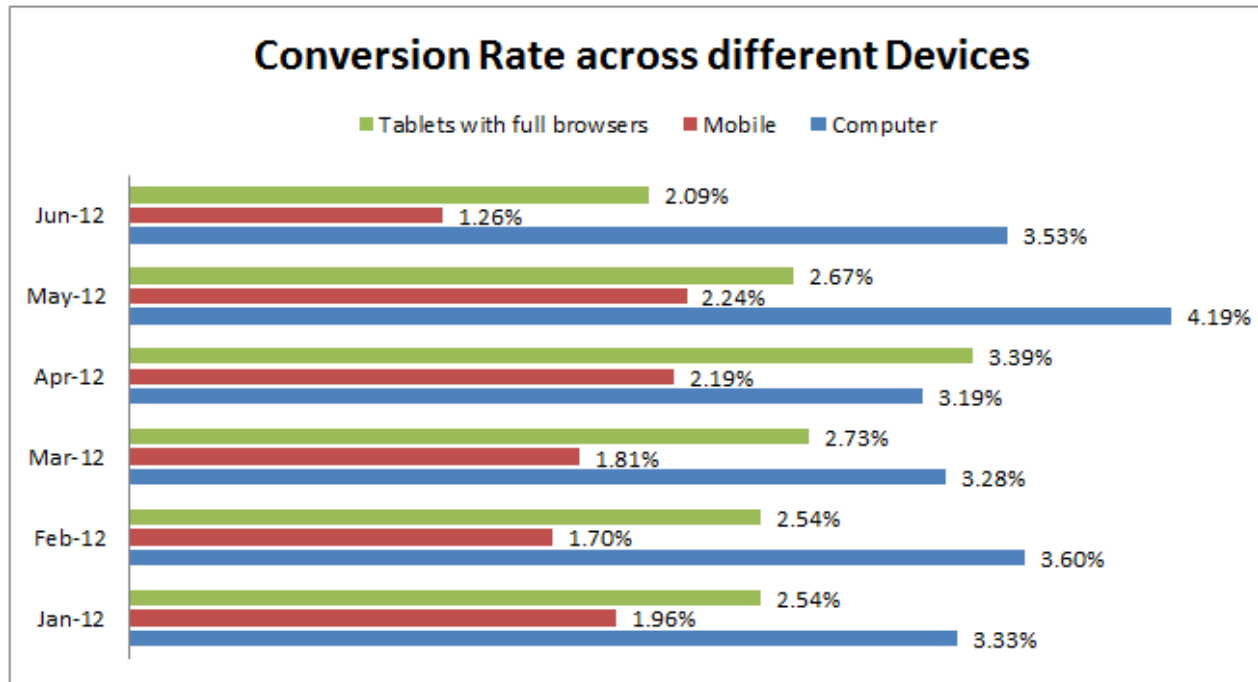
Avg. CPC across different devices

The average cost per click on computer devices are higher than mobile and tablets due to higher competition and much larger traffic volume



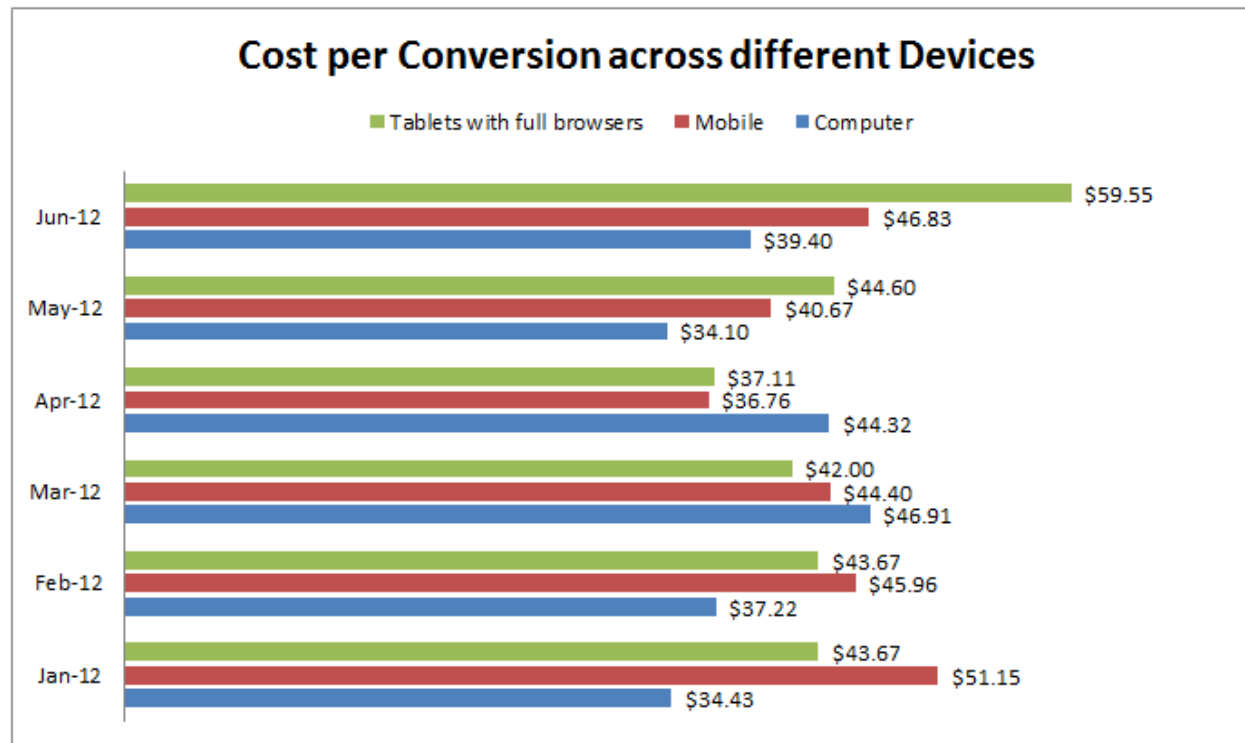
Conversion Rates across different devices

Traffic originating from computer devices offer conversion rates which are 35% higher than tablets and 50% higher than mobile smartphones



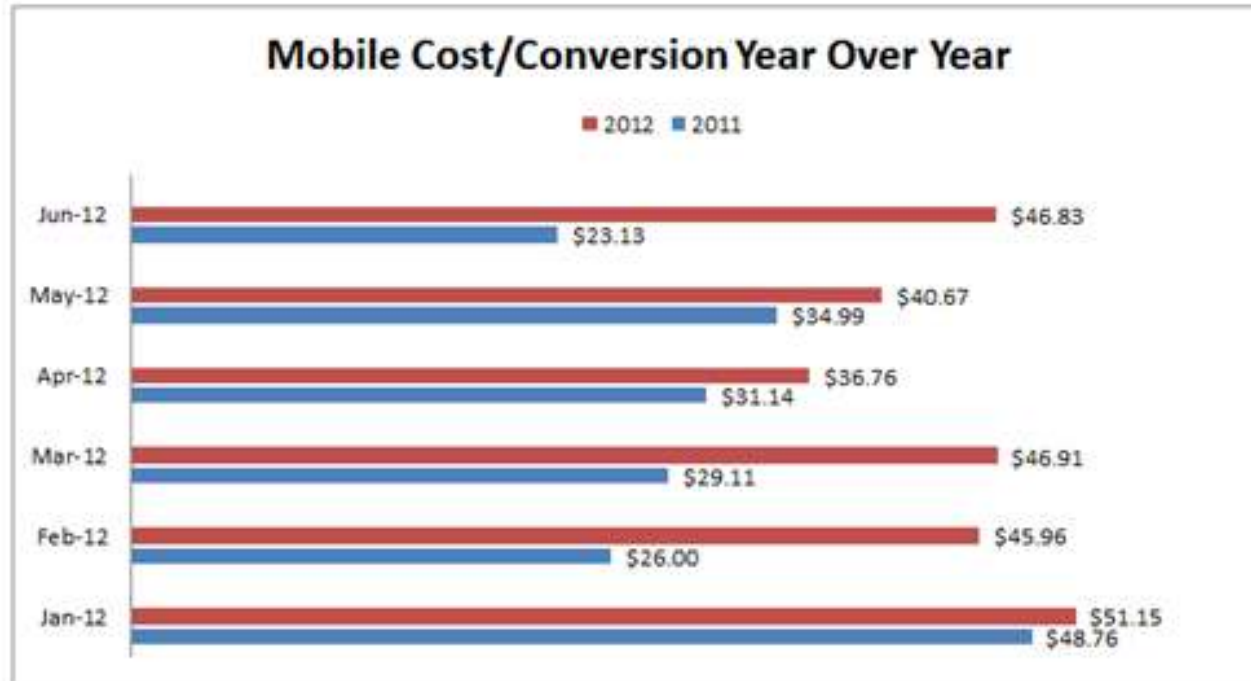
Cost/Conversion across different devices

Computer devices still provide the lowest Cost per conversion and the most volume in the 1st half of the 2012 year



Mobile Cost/Conversion Year over Year

Our data shows a serious increase in Cost per conversion for mobile devices which is mainly attributable to the landing pages not being mobile friendly

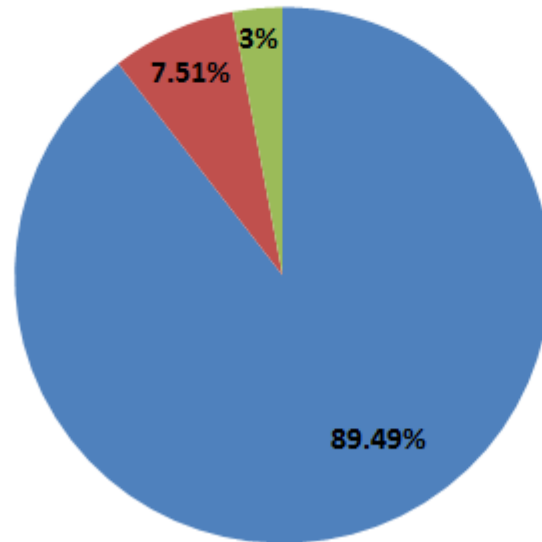


Our PPC Budget Distribution

This pie chart provides the budget distribution for our clients sampled data in 2012.

Our PPC Budget Distribution across different Devices

■ Computer ■ Mobile ■ Tablets with full Browsers



**Based on Jan-12 to Jun-12 Budget*

Managing your PPC activities in-house

Pros:

- Hands on control of daily budgets
- Opportunity to internally develop knowledge and skills in ppc
- Develop a clear understanding of what is working well and what is not
- Ability to effect change immediately, through copy, landing pages, budgets, and A/B and multivariable testing
- Gain a much better handle on the business case of PPC
- Likely better campaign architecture given deeper understanding of customer segments

Cons:

- Must have staff with required technical and business expertise to manage it effectively
- Easy to lose money if not run managed effectively
- Time requirements to do the work

Outsourcing your PPC to an outside service

Pros:

- can buy external expertise and time as required
- can use an external service to train internal staff for future work
- service provider keeps up on current tech and practices, you don't have to and get the benefits
- faster results, likely higher ROI

Cons:

- Selecting an appropriate vendor is a challenge, taking significant time and energy
- Finding a vendor who is willing to start with a small budget may be difficult
- Costs of vendor services

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