



CASE STUDY

VEGA Integration Leads to 53% Increase in YoY Enrollments

OVERVIEW

A leading educational group with a portfolio of institutions faced challenges in managing their marketing campaigns efficiently and effectively. Manual data compilation, lack of real-time insights, and time-consuming reporting were hindering their ability to optimize campaigns and increase enrollments. However, their marketing landscape transformed when they implemented VEGA, a cutting-edge marketing intelligence system.

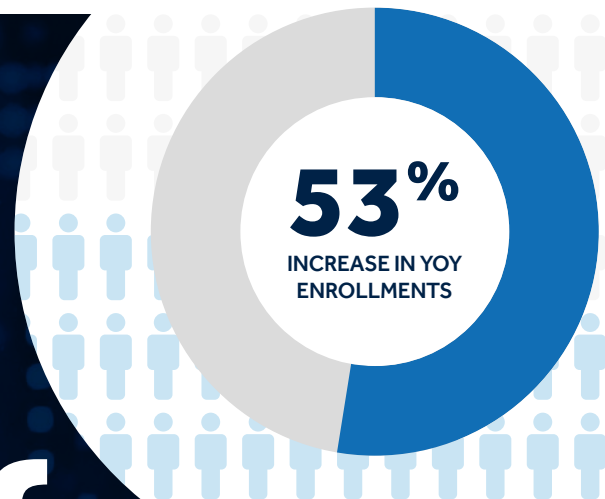
The marketing team faced several challenges before implementing VEGA:

Manual Data Compilation: The team had to manually compile and analyze data from various sources, which was time-consuming and prone to errors. This led to delays in campaign optimizations and decision-making.

Lack of Real-time Insights: The team did not have access to real-time insights, which made it difficult to monitor campaign performance and make data-driven decisions promptly.

Time-consuming Reporting: Creating customized reports for different stakeholders was a labor-intensive process, taking up valuable time and resources.

Minimal data transparency: It was extremely difficult to pinpoint which marketing efforts were generating the best return on investment.



Overall, VEGA has been a game-changer for our marketing efforts. It has saved us time, provided actionable insights, and resulted in greater connection with learners who could benefit from our online programs. We highly recommend VEGA to any educational institution looking to optimize their marketing campaigns and achieve better results.

E.J., Affiliate Manager, Digital Marketing



RESULTS

After integrating with VEGA, enrollments grew by over 53% YoY, and achieved significant success with their work processes:

Time Savings: VEGA's automated data tracking and reporting features saved the marketing team considerable time, allowing them to focus on campaign optimizations and strategic planning.

Easier Reporting: VEGA's intuitive reporting capabilities made it easy to create customized reports for different stakeholders, facilitating better communication and understanding of campaign performance.

Faster Campaign Optimizations: With real-time insights from VEGA, the marketing team was able to optimize their campaigns faster, making data-driven decisions promptly and maximizing campaign performance.

Increased Enrollments: By leveraging VEGA's insights and optimizing their campaigns, this educational group witnessed a 53% increase in YoY enrollments, resulting in improved ROI on their marketing efforts.

KEY BENEFITS FOR YOUR TEAM

Increases Campaign Lift

Interactive performance dashboard with automatic campaign health checks

Delivers Actionable Insights

Real-time, customizable reporting and quick data exporting

Secure Your Data

VEGA is SOC2 Type 2—certified with full custodial control and PII masking

SOLUTION

This educational group, spanning many institutions, implemented VEGA, a comprehensive marketing intelligence system that provided a solution to their challenges.

VEGA offered real-time data tracking, advanced analytics, and automated reporting, streamlining their marketing processes and enabling data-driven decision-making.

CONCLUSION

VEGA has transformed the marketing intelligence available for this educational group, providing real-time insights, time-saving automation, and actionable data.

The VEGA marketing intelligence system has empowered its team to make data-driven decisions, optimize campaigns faster, and achieve increased enrollments.

This group of education marketing professionals highly recommends VEGA to any institution looking to streamline its marketing processes and achieve better results.

