

CASE STUDY

How One University Is Sourcing a High Volume of Domestic Leads Cost-Effectively

Topaz University¹, a Midsize Private University in the Northeast

- **About:** Topaz University is a private university in the Northeast. It offers 4 graduate business programs and over 20 nursing and graduate healthcare programs with online and on-campus options.
- **Challenge:** With the decreasing quantity of test-taker names, Topaz sought another source to provide more right-fit domestic leads for their healthcare and graduate business programs within their lead budget. They were interested in finding alternative list strategies to add to their extensive institutional lead generation efforts.
- **Solution:** Topaz University used Apply Advance's diversified acquisition strategy as a new source of high-quality healthcare and graduate business leads. Apply identified students within Topaz's region who indicated an interest in one of these program types and delivered the institution a customized list that Topaz could begin adding to their student campaigns.
- **Impact:** Early results data shows that Apply Advance has generated an average **79% lower cost per responder**¹ than names purchased from Meta, and an average **163% higher responder volume** than Meta. Apply's high-intent leads pair well with Topaz's existing lead sources, helping to optimize their lead generation strategy.

Early Impact Highlights

Year 1 of Partnership

Cost

-79%

Average lower cost per responder for Apply Advance vs. Meta names

Responder Volume

+163%

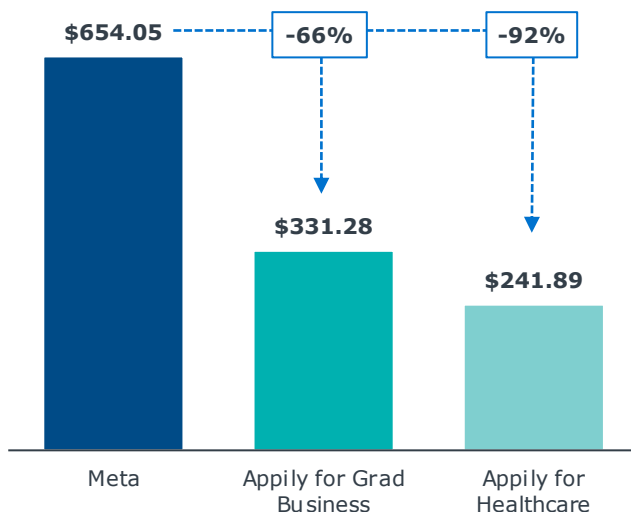
Average higher responder volume for Apply Advance vs. Meta names

Early Impact: Apply Provides Highly Responsive, Cost-Effective Leads

Apply Helps Fill Gaps in Your Lead Generation Strategy Created by Dwindling Lead Sources

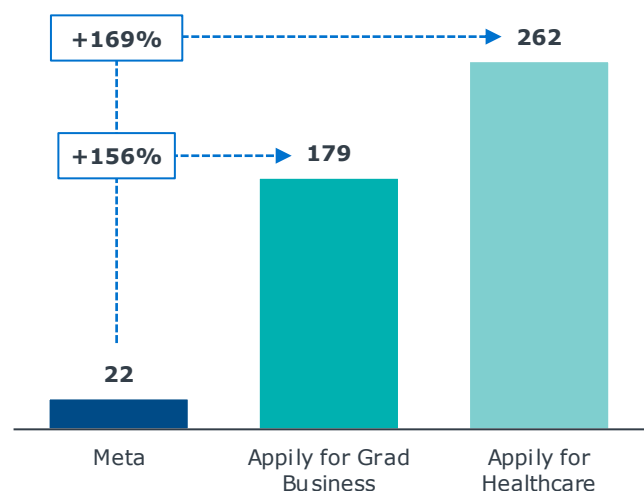
Cost per Responder

Year 1 of Apply Partnership



Responder Volume

Year 1 of Apply Partnership



¹⁾ A pseudonym