

CASE STUDY

How One University Found a Cost-Effective, High-Intent Lead Generation Solution

Opal University¹, a Small, Private University in the Northeast

- **About:** Opal University is a private, faith-based university in the Northeast. It offers 2 graduate business programs and 10 nursing and graduate healthcare programs with online and on-campus options.
- **Challenge:** Opal was looking to increase their volume of graduate business and healthcare leads with responsive, high-intent names. They were interested in a budget-friendly solution that would pair well with their current lead generation strategy.
- **Solution:** Opal University used Apply Advance's diversified acquisition strategy to source high-quality healthcare and graduate business leads. Apply identified students within Opal's region who indicated an interest in one of these program types, and delivered the institution a customized list that Opal could begin adding to their student campaigns.
- **Impact:** Early results data shows that Apply Advance has generated an average **178% lower cost per responder**² and average **126% higher responder volume** compared to names purchased through paid digital sources³. Apply helped to optimize Opal's lead generation strategy by providing a new source of cost-effective, high-intent leads.

Impact Highlights

Year 1 of Partnership

Cost

-178%

Average lower cost per healthcare responder with Apply Advance vs. paid digital leads

Responder Volume

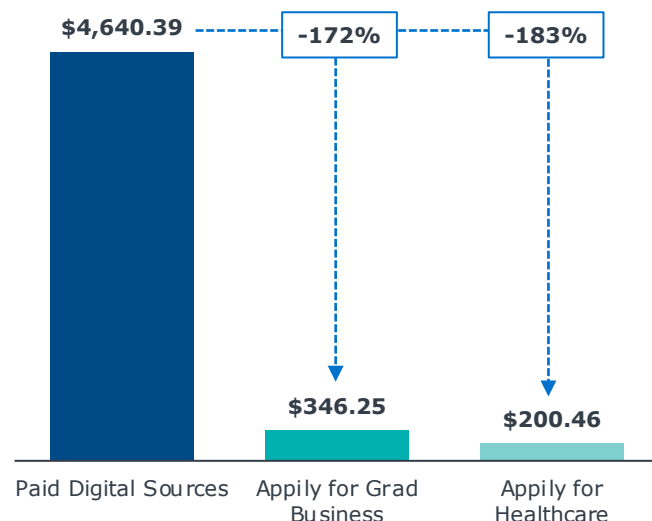
+126%

Average higher responder volume with Apply Advance vs. paid digital leads

Early Impact on Opal's Cost per Responder and Responder Volume

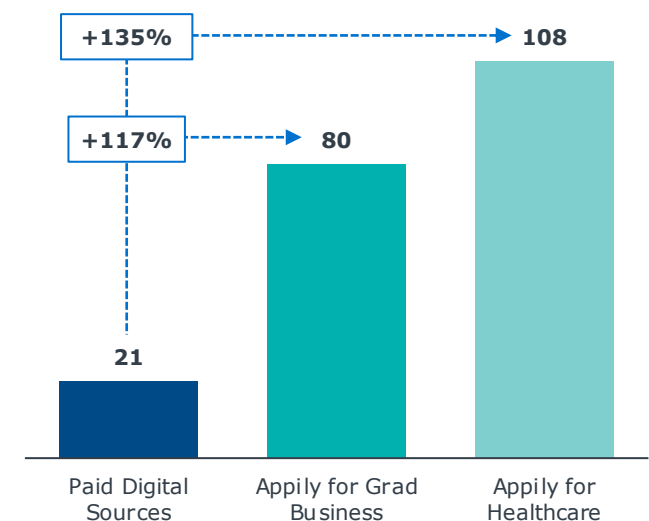
Cost per Responder

Year 1 of Apply Partnership



Responder Volume

Year 1 of Apply Partnership



1) A pseudonym.

2) Cost per responder is defined as the cost per each student who engages with a source's marketing campaign.

3) Paid digital sources include Meta and LinkedIn.