


“We saw more conversions from Rocket Fuel after the first month of the campaign than we did during almost the entire fall enrollment period campaign – which is usually the top performing campaign of the year.”

INDUSTRY
Education

PRODUCTS USED
Audience Booster, Retargeting Booster

ADVERTISER **UCLA Extension** UCLA Extension offers a wide variety of continuing education programs designed to meet the needs of working adults and corporate education programs tailored to meet the training needs of companies.

AGENCY  Fraser Communications is one of the fastest growing full-service advertising agencies, with an impressive roster of prestigious private and public sector accounts.

NEED Find a media partner who can target prospects online for UCLA Extension’s Business Management and Legal Programs department.

OBJECTIVES Registration for a course or certificate program within the targeted subject matters.

AUDIENCE People in the Los Angeles DMA who are either in the following professions or looking to take classes to further educate themselves:

- *Financial Management*
- *Leadership, Marketing and International Trade & Commerce*
- *Real Estate and Legal*

CAMPAIGN Display media with targeting tactics based on geographic, professional and in-market attributes.

RESULTS **Top Performing partner**
Compared to all other partners on the campaign, currently and in previous campaigns:

- *Brought in the most conversions*
- *Ramped up the quickest*

QUICK FACTS:

- *Rocket Fuel drove more enrollments than the other partners.*
- *Rocket Fuel ramped up the quickest.*



“We’re so excited to see that the campaign is performing this well! Thanks for such a successful campaign! We’ve been so pleased with the results!”

Genny Drennen
Director of Digital Media, Fraser Communications