

**web republic**



**Case Study**

# **MORE STUDENT APPLICATIONS DURING LOCKDOWN THANKS TO GOOGLE DISCOVERY CAMPAIGNS**

**Institut Montana Zugerberg – an international day and boarding school in Central Switzerland – was faced with several challenges after the outbreak of the coronavirus pandemic, with informational events and the school’s admissions procedure having to be moved online as quickly as possible. Webrepublic prepared a series of Discovery campaigns combining quality imagery with targeted calls to action. These Discovery campaigns resulted in an upswing in clicks and conversions.**

## **INITIAL SITUATION**

Institut Montana had several challenges to overcome when the pandemic started. It had to work quickly to move its open day event and admissions procedure online in their entirety.

## **GOALS**

- ★ Increase awareness of study programs
- ★ Recruitment of new students

## **MEASURES**

As the institute was already making use of Google Ads campaigns, it was after another strategy to drive student enrollment. Discovery campaigns were identified as an excellent tool for this, as they allowed the institute to reach prospective students based on affinity-related, user-defined, market-oriented and detailed socio-demographic target groups that correspond to the characteristics, interests and educational programs of a student demographic. To send the right message, Institut Montana made use of individual images combining quality photos with a targeted call to action. The budget reserved for the Discovery ads was built up based on a test-and-learn approach given its importance in the overall strategy.

## **RESULTS**

- ★ 242% click increase
- ★ 34% more conversions
- ★ 62% lower cost per click



**“The sudden outbreak of the coronavirus pandemic and the subsequent lockdown put us in a situation we’d never experienced before. We had to work very quickly to move our admissions process fully online without sacrificing the elements that make Institut Montana what it is. The new digital strategy we devised together with Webrepublic gave us the visibility we were aspiring toward and resulted in new applications.”**

**Velia Tricoli, Head of External Relations, Institut Montana Zugerberg**

