GISMA
BUSINESS SCHOOL

Conversations Ads deliver higher quality leads for GISMA Business School

Company profile:

Founded in 1999, GISMA Business school awards both its own undergraduate and postgraduate degrees while also delivering degrees from some of the top academic institutions across Europe at its campuses in Germany and London. Since 2013 GISMA has been part of Global University Systems, a network of institutions providing innovative higher education programmes.

The challenge: Finding eligible students to meet GISMA's enrolment criteria

Like many higher education institutions, GISMA Business School (GISMA) wants to attract the best students from across the globe and hit its enrolment targets.

To promote its courses to eligible audiences and ensure that those expressing interest met the right criteria GISMA wanted a way to reduce the number of incompatible leads it receives by pre-screening candidates. Boosting engagement by creating memorable interactions was another key priority for GISMA and its service partner Global University Systems (GUS).

The Solution: Interactive Conversation Ads enable candidates to predetermine their eligibility

To streamline the acquisitions process, GISMA decided to trial Conversation Ads, delivered directly to its target audiences' inboxes.

Not only did this interactive format give GISMA the ability to convey relevant information about its courses and the enrolment criteria in a succinct way, but students were also able to pre-qualify themselves. As a result of this screening process the quantity of leads decreased, while the quality increased. With fewer low-quality leads to contend with, the sales team was able to concentrate on the most eligible candidates who were likely to enrol.

As well as making the process more efficient, Conversation Ads also offered a cheaper cost per lead for certain regions versus Message Ads, enabling GISMA and GUS to meet their goals.

Why use LinkedIn?

By leveraging the Conversation Ad format, GISMA was able to strike up interactions on a one-to-one level, which had a positive impact on engagement rates and helped to pinpoint those who were most invested in the courses on offer.

As a prestigious institution with a world-class reputation, the personalised nature of the Conversation Ads also enabled GISMA to showcase the value of its offering and the level of support available to students.
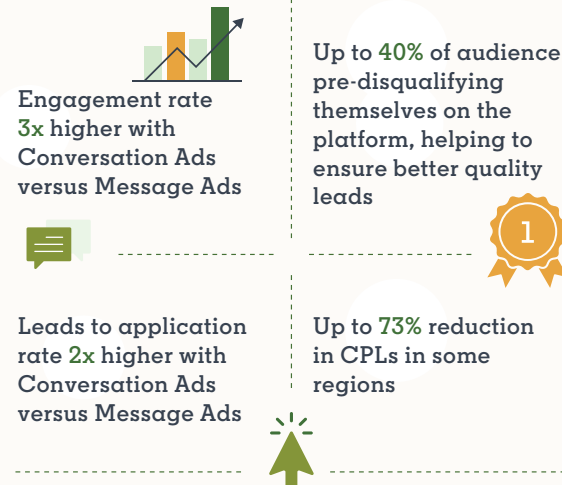
LinkedIn products used:

- Conversation ads

Results: Personalised messaging delivers better leads and behavioural insights

Determining students' eligibility through pre-screening has enabled GISMA to achieve its goal of successful conversions, while also gaining crucial insights into what candidates are looking for.

By better understanding student behaviour and the concerns they have, GISMA is now able to respond accordingly, which has helped to boost engagement and capture the attention of perspective audiences.

Engagement rate 3x higher with Conversation Ads versus Message Ads

Up to 40% of audience pre-disqualifying themselves on the platform, helping to ensure better quality leads

Leads to application rate 2x higher with Conversation Ads versus Message Ads

Up to 73% reduction in CPLs in some regions

> "Conversation Ads have allowed our students to engage more prior to enquiring, which has significantly decreased our disqualification rate."

| John Watson, Head of Marketing, GISMA Business School

> "Picking the right university and course is a big decision for a student and providing them all the information in a personalised conversation to make an informed decision has helped GISMA get better quality leads."

| Mahima Bararia,
Paid Social Manager, GUS