

Optimize your marketing mix and get the most out of your investment.



Did you know LinkedIn ads boost student enrollment from other channels such as your own website?

We call this the **LinkedIn Lift**.

LinkedIn is where the world goes to advance professionally. The same is true for prospective students.

58%
increase

in enrollment between students who view a LinkedIn ad vs. those who do not

42%
more likely to enroll

Google inquiry-to-start lift for online degree program

121%
more likely to enroll

Website inquiry-to-start lift for online degree program

Engagement with LinkedIn ads improves inquiry-to-start rate

5% of leads enrolled in a non-degree graduate program after being exposed to an ad on a LinkedIn channel other than LinkedIn. However, more than 7% started after LinkedIn ad exposure, regardless of channel.

Google + LinkedIn = more enrollments

Prospects who found schools via Google and were exposed to that school's LinkedIn ad were 42% more likely to enroll than those who only found schools through a Google search.

Drive better results from your website

Leads that clicked on a LinkedIn ad were more likely to apply and enroll than those that didn't.

Try our **LinkedIn Lift Calculator** to estimate the additional enrollment and revenue you can generate by including LinkedIn in your marketing mix.

linkedin-lift-calculator.netlify.com

