

MARCOM LAB: ANAYLTICS

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FOSTER
SCHOOL OF
BUSINESS

The Radius era...

- **No connection between prospective students and applicants**
- **Graduate school did not share started applications**
- **No connection between online advertising and CRM**
- **Minimal reporting beyond email campaign results**

Now...

- **All graduate programs migrated to Salesforce (2023)**
- **MyGrad integration of applications; connection to prospects (2022+)**
- **Slate data integration in progress (2023+)**
- **Advertising integration in CRM (2023)**
- **Customer journey and engagement tracking (2023)**
- **Extensive reports and dashboards (2023)**
- **Large user community – more than 80 Salesforce users (2022+)**

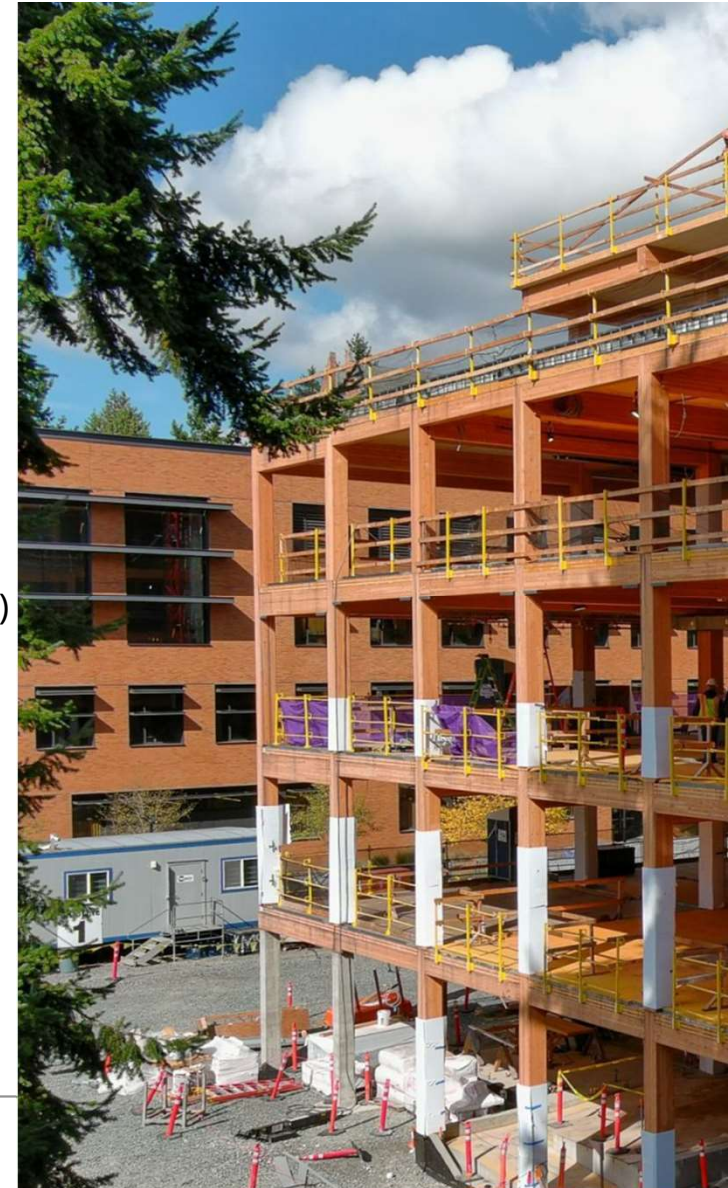
New resources for working together to attract, engage and win future students

- Investments in Foster staff, training, new tools and reporting
- Building **baselines** from new data sources for shared review
- **Improving tools with stakeholder feedback** (beta testing, community meetings)
- **Integrating analytics into planning** and progress discussions
- Direct access to resources on the **Marketing Services** site
- Direct access to **Salesforce dashboards and reports**



Building the foundation for marketing and customer analytics

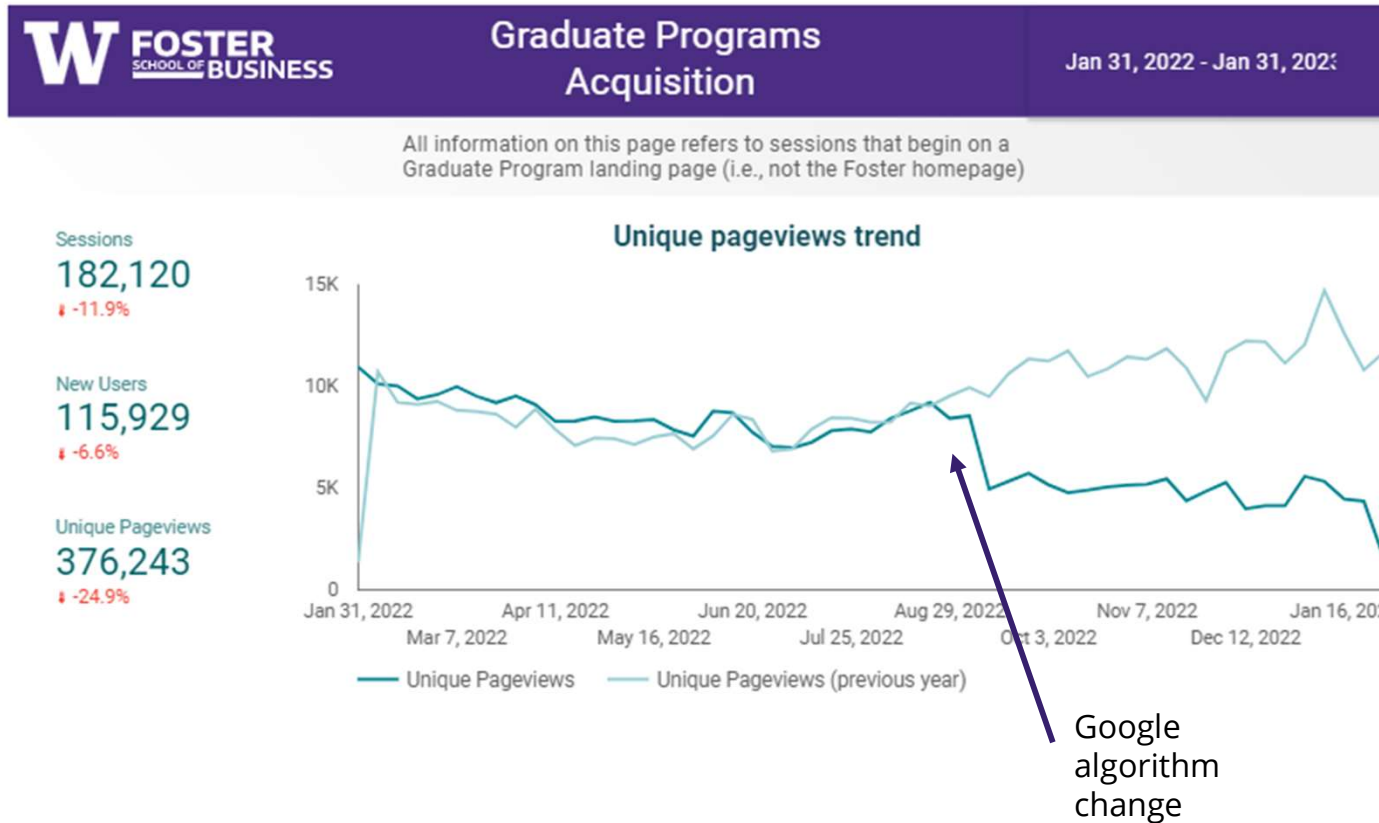
- Google Universal Analytics > **GA4** (August 2023)
- New **Ad Agency DNA** > first campaigns in market (spring 2023)
- Linking **Ad Campaigns to Salesforce** (spring-fall 2023)
- New **Email Marketing Manager**, cross-program initiatives, analytics (2023)
- New **Marketing Analytics** role (2023)
- New tools: SEM/SEO, social media & website user engagement (2023)
- New **customer journey tracking** reports (2024)
- Shifting Marcom team & vendors toward **data-driven decision-making**



Website & Advertising Analytics

Why do we need analytics?

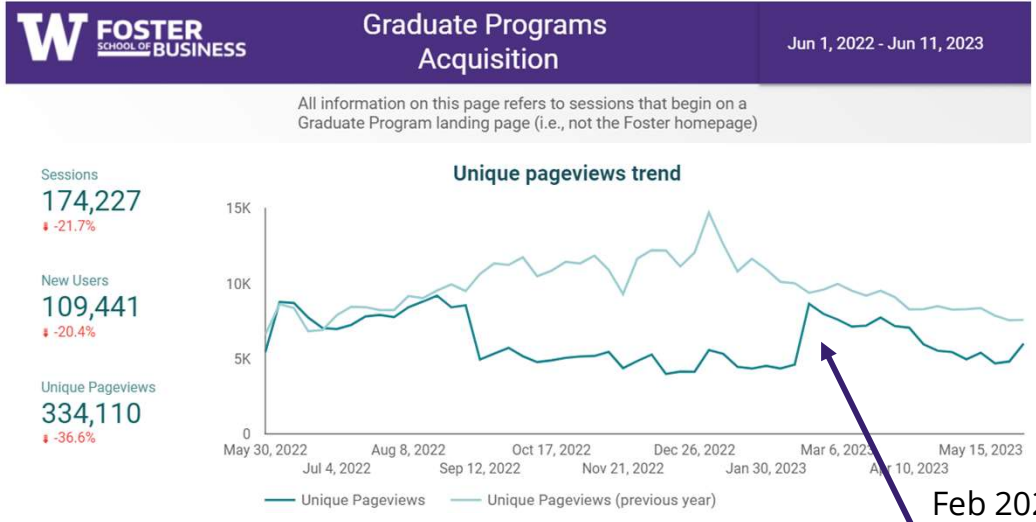
What happened to website traffic in 2022?



Google algorithm changes, better bot filtering, GA4 reporting changes and increased online ad competition all contributed to traffic declines

Source: Google Universal Analytics, Jan 2022-Jan 2023 YOY results

How did the marketing team respond?



Spring 2023 program promotion drove **19%** increase in sessions and **24.5%** increase in new users

Sessio...	Sessio...	Sess...	% Δ	Acti...	% Δ	Ne...	% Δ	Enga...	% Δ	Enga...	% Δ	Avera...	% Δ
google	organic	114,725	-3.0% ↓	63,517	2.6% ↑	49,249	6.3% ↑	71,793	1.2% ↑	62.58%	4.3% ↑	60.53	-5.2% ↓
(direct)	(none)	49,815	-13.0% ↓	34,824	9.5% ↓	30,629	-7.7% ↓	27,338	-9.7% ↓	54.88%	3.7% ↑	62.1	7.3% ↑
google	cpc	21,139	19.1% ↑	17,264	22.4% ↑	15,318	24.5% ↑	11,557	18.8%...	54.67%	-0.3% ↓	49.53	-4.6% ↓
washingt...	referral	11,443	1.2% ↑	5,861	-2.2% ↓	3,971	-2.9% ↓	7,555	0.7% ↑	66.02%	-0.5% ↓	91.82	-0.2% ↓

Source: Google Universal Analytics, Jun 2022-Jun 2023 YOY results



Lots of data. So What?

How can we use data to address our business questions?



Where do prospective students come from?

What actions did visitors take on my website?

Which ads converted visitors to prospective students?

What does the top of the funnel look like?

What do my website analytics mean?

How much does it cost to acquire a new prospect?

What do the trends in website traffic mean?

- Decreased interest in graduate business degrees
 - Reduced organic search volumes
- Major transition from Google Universal Analytics (different metrics) to GA4
 - Current metrics only go back to 2022
 - Better bot filtering, focus on engagement, multi-page sessions
- More **competitive search and paid search** environments
 - Foster now bidding for UW & Foster branded search, strategic program groupings to better compete for share of voice
- Stricter privacy laws in U.S. and internationally
 - Fewer cookies to ID returning visitors; UW has no cookie policy
 - Less customer data: age, gender, location, returning visitor

uw mba

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Earn your MBA While Your Work. 4 Options To Choose From!

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https://foster.uw.edu/.../Degree Programs
MBA Programs for Working Professionals
The UW Foster School of Business MBA programs are your path to earning a career-changing, top-ranked MBA on your schedule. Our expert faculty will teach you ...
Hybrid MBA · Evening MBA · Executive MBA

How many people visited the Foster site in 2023? (Jan-Dec)

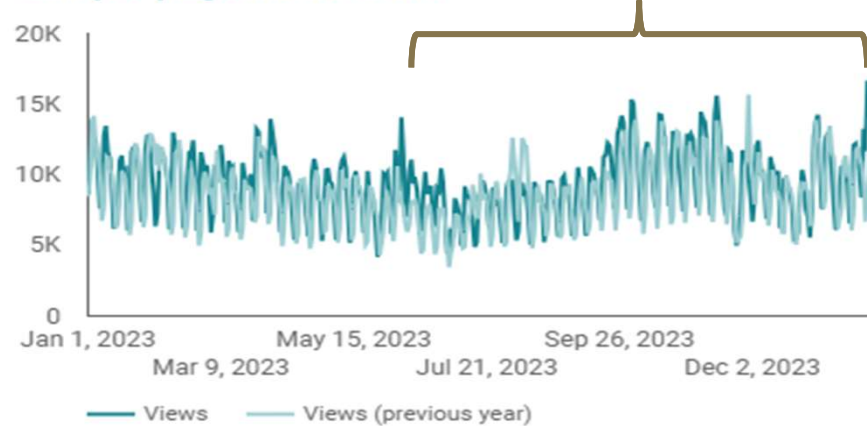
3.35 million views (+6.6%)
 825,872 visitors (+9.4%)
 789,687 NEW visitors (+4.8%)
 945,719 engaged sessions (+6.6%)
 Engagement rate rose +8.8% to 65.7%*
 4:17 Average session duration**

Top referral sources

Google organic search (-6.1%)
 Google Paid Search (+180%)
 UW – Washington.edu (-.8%)
 Bing organic search (+30.7%)

*Engagement rate benchmark 55% - Orbit Media
 **Average session duration 3:00 - OHO Interactive

Unique pageviews trend



(Jan 23 – Jan 24)
 Peak periods in
 spring, fall & Jan
 followed ad
 campaigns

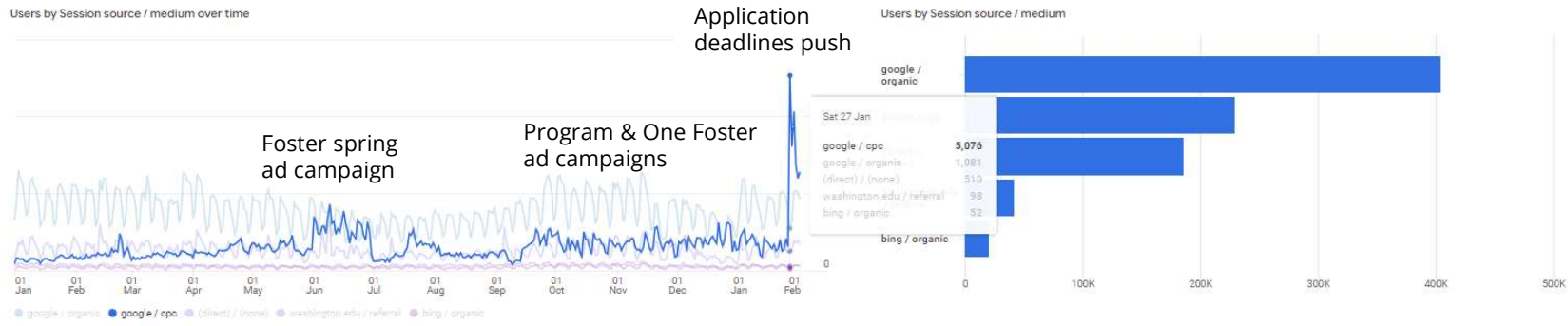
Views	Active users	New users	Engaged sessions	Engagement rate	Sessions per user	Average session duration				
3,349,019 ↑ 6.6%	825,872 ↑ 9.4%	789,687 ↑ 4.8%	945,719 ↑ 6.6%	65.68% ↑ 8.8%	1.7 ↓ -10.5%	04:17 ↑ 3.7%				
Session source / medium	Sessions	% Δ	New users	% Δ	Engaged sessions	% Δ	Engagement rate	% Δ	Average session duration	% Δ
google / organic	759,675	-6.1% ↓	335,991	-3.3% ↓	527,273	-2.9% ↓	69.41%	3.4% ↑	04:40	2.3% ↑
google / cpc	244,793	180.0% ↑	182,910	254.5% ↑	153,065	167.9% ↑	62.53%	-4.3% ↓	02:49	-25.6% ↓
(direct) / (none)	238,501	-15.6% ↓	162,955	-15.9% ↓	130,550	-12.2% ↓	54.74%	4.1% ↑	03:30	5.6% ↑
washington.edu / referral	60,584	-0.8% ↓	33,093	0.5% ↑	43,347	-9.1% ↓	71.55%	-8.3% ↓	05:44	-11.8% ↓
bing / organic	40,413	30.7% ↑	16,233	27.9% ↑	28,813	31.6% ↑	71.3%	0.7% ↑	05:34	-5.9% ↓

What drove increases in traffic?

- Responding to **Google algorithm changes**
- Improvements in **paid search campaigns** – better targeting, reach, messages matched to application cycles
- **Content strategy** – better search engine optimization, content to attract high volume queries
- Small investment in **powerful tools** – SEMRush, Hotjar, Sprout Social, ChatGPT, GA4 transition & reporting
- **Prioritizing analytics** – responding to red flags, acting on growth opportunities



Where do prospective students come from?



Session source / medium	Users	New users	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Conversions
1 google / organic	403,994	365,290	830,346	577,133	69.51%	1m 11s	24,997.00
2 google / cpc	229,249	217,194	286,278	180,732	63.13%	54s	8,650.00
3 (direct) / (none)	185,921	177,119	262,660	145,405	55.36%	51s	5,177.00
4 washington.edu / referral	41,437	35,928	65,111	46,980	72.15%	2m 08s	2,003.00
5 bing / organic	20,127	17,840	44,702	32,214	72.06%	1m 30s	2,197.00
6 (not set)	14,669	747	15,785	97	0.61%	2m 11s	292.00
7 linkedin.com / referral	8,071	7,391	10,774	7,477	69.4%	38s	98.00
8 t.co / referral	5,987	5,836	7,314	5,057	69.14%	35s	5.00
9 display / banner	4,632	4,637	5,428	818	15.07%	6s	42.00
10 google / banner	3,289	3,266	3,576	1,424	39.82%	2s	288.00

Conversions = Apply Now link clicks

Re-setting baselines - How many people visited program sites in 2023? (Jan-Dec)

Visits to MBA & master's program websites

714,715 visits

145,741 visitors

128,204 NEW visitors

164,469 engaged sessions

84.2% Engagement rate (65.7% full site)*

5:09 Average session duration (4:17 full site) **

Top referral sources

Google organic search – 68K users, 57K new users

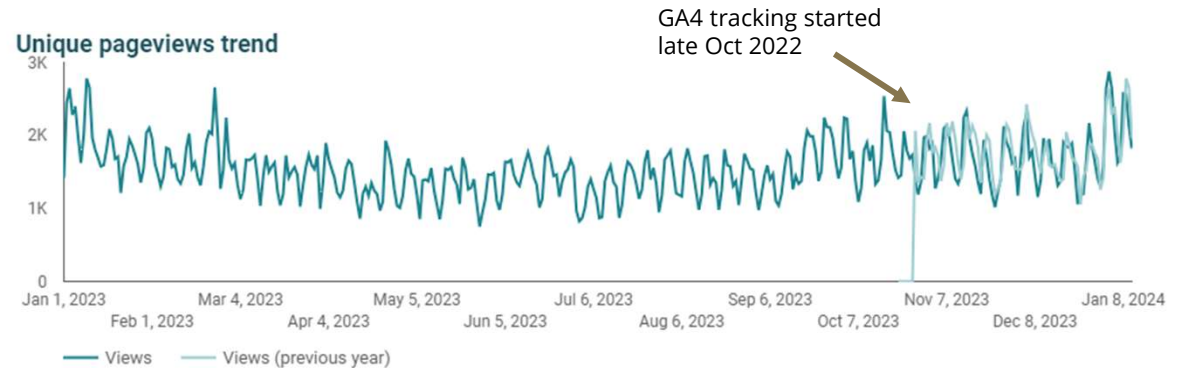
Google paid search – 44K users, 36K new users

Bing organic search - 5K users, 4K new users

Google banner ads – 3K users (nearly all new)

*Engagement rate benchmark 55% - Orbit Media

**Average session duration 3:00 - OHO Interactive



Views	Active users	New users	Engaged sessions	Engagement rate	Sessions per user	Average session duration
560,826	145,741	128,186	164,064	84.2%	1.3	05:09

Session source / medium	Sessions	Active users	New users	Engaged sessions	Engagement rate	Average session duration
google / organic	93,322	68,684	57,073	85,764	91.9%	06:35
google / cpc	52,219	43,540	36,140	41,042	78.6%	04:39
(direct) / (none)	22,855	18,489	17,010	18,263	79.91%	05:21
bing / organic	6,445	4,897	4,069	5,849	90.75%	06:39
google / banner	3,469	3,277	3,258	1,363	39.29%	19
washington.edu / referral	2,736	1,919	955	2,274	83.11%	07:26
(not set)	2,005	1,860	742	86	4.29%	04:34
LinkedIn / Sponsored_content	1,454	1,396	1,394	839	57.7%	11

Where are visitors coming from? What are they searching for?

Graduate Programs Dashboard – Jan 2023 – Jan 2024

Mostly branded searches for UW & Foster, high mindshare searches: MBA, MSBA, Online MBA, MSIS

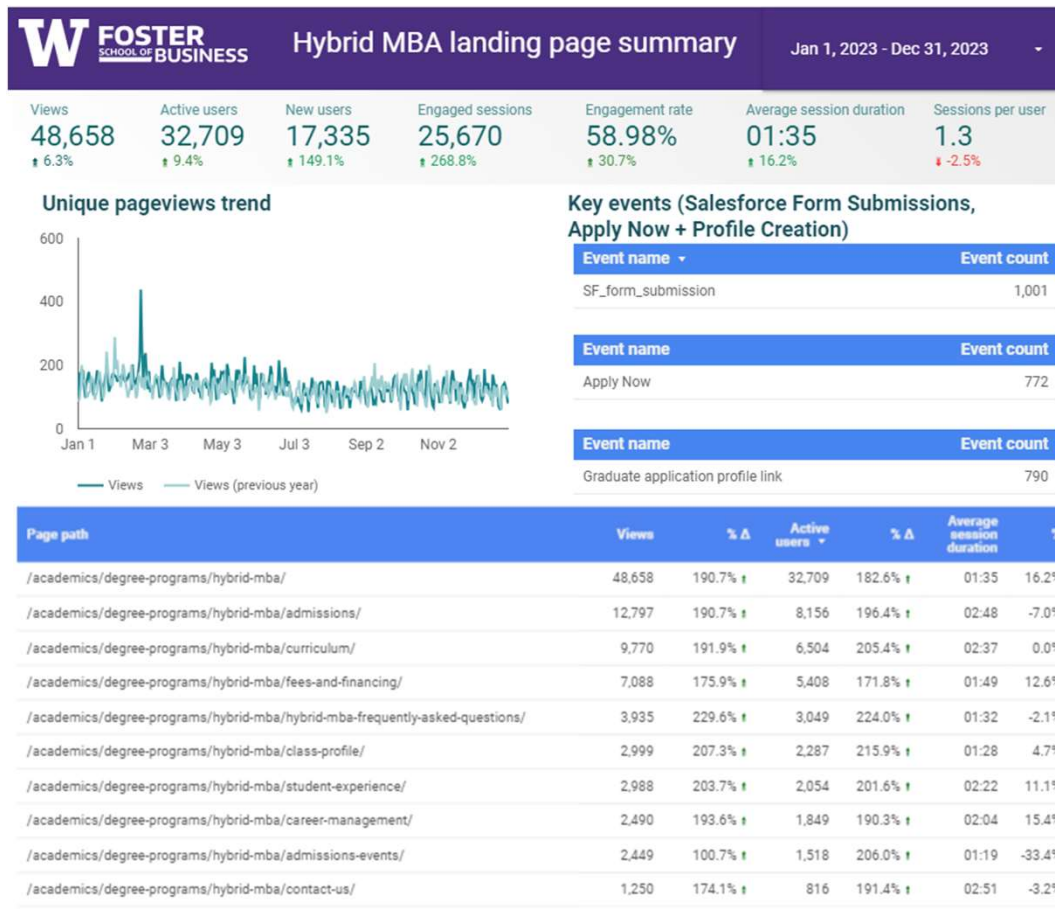
Query	Impressions	Url Clicks	URL CTR
foster school of business	252,266	11,658	4.62%
university of washington mba	166,862	7,293	4.37%
uw foster	100,065	5,423	5.42%
uw mba	143,108	5,278	3.69%
foster mba	131,861	5,266	3.99%
university of washington business school	51,372	3,136	6.1%
uw msba	29,269	3,091	10.56%
university of washington online mba	35,523	2,486	7%
uw msis	26,401	2,386	9.04%
uw business minor	5,406	2,308	42.69%
business minor uw	4,580	2,068	45.15%
university of washington foster school of business	36,067	2,053	5.69%
foster business school	52,032	1,992	3.83%

Northwest, India & New York

Top cities

City	Views	Active users	New users	Engaged sessions	Sessions per user	Average session duration
Seattle	110,218	24,604	18,371	30,537	1.44	05:37
Mumbai	13,251	3,562	2,978	4,092	1.32	05:14
Bellevue	13,105	2,968	2,329	3,285	1.3	05:40
Bengaluru	9,778	2,115	1,675	2,837	1.54	05:46
New York	8,395	3,695	3,340	2,692	1.14	02:58
Los Angeles	8,097	3,059	2,608	2,519	1.17	03:46
Everett	7,884	1,350	1,011	1,787	1.47	06:40
Redmond	7,224	1,729	1,396	1,751	1.24	05:11
Hyderabad	6,107	1,621	1,314	1,935	1.39	04:54
San Jose	5,877	1,778	1,469	1,738	1.17	04:49
Kirkland	5,401	1,244	905	1,337	1.26	05:09
Chennai	4,568	1,013	790	1,319	1.46	06:07
Delhi	4,038	961	736	1,244	1.47	05:58
Portland	3,966	1,334	1,156	1,085	1.17	03:27

What actions did visitors take?



Over 1,000 clicks to inquiry form, 691 submitted (Salesforce)

772 clicks to Apply Now site, 130 submitted last year (Salesforce)

790 clicks to Grad profile site, 405 started & submitted last year (Salesforce)

Which content did visitors engage with most?

- Home page
- Admissions
- Curriculum
- Fees & Financing
- FAQ
- Class Profile

How much does it cost to acquire a new prospect? (Jan 23-Jan 24) 2022-23 baselines - all graduate program paid search campaigns

219,745
clicks to Foster site



8.88%
click-through rate



\$3.39
cost per click

39,243
conversion activities



15.27%
conversion rate

3,349
unique opportunities



\$235.61
per opportunity

2,280
unique prospects

Source: [Salesforce Paid Search Report](#), 2/6/24

Which ads converted visitors to prospective students? (Jan 2023-Jan 2024)

NAME	STATUS	CLICKS	IMPRESSIONS	CONVERSIONS	COST	CPC	UNIQUE PROSPECTS	UNIQUE OPPORTUNITIES	CPO
GG 2021 Evening MBA Brand IP1920990	Enabled	3,127	149,709	655	\$8,190.06	\$2.62	144	235	\$34.85
GG 2021 Evening MBA Nonbrand IP1920990	Enabled	2,216	17,120	526	\$15,042.30	\$6.79	102	184	\$81.75
GG 2021 Full Time MBA Brand IP1920992	Enabled	23,120	955,982	2,868	\$16,736.25	\$0.72	395	490	\$34.16
GG 2021 Full Time MBA Nonbrand IP1920992	Enabled	9,305	179,033	2,095	\$20,714.97	\$2.23	384	518	\$39.99
GG 2021 Hybrid MBA brand IP1713930	Enabled	957	2,671	182	\$3,035.18	\$3.17	62	114	\$26.62
GG 2021 Hybrid MBA Nonbrand IP1713930	Enabled	10,740	480,394	1,837	\$41,798.63	\$3.89	311	544	\$76.84
GG 2021 MPAcc Brand IP1923203	Enabled	1,318	48,088	106	\$3,587.76	\$2.72	44	44	\$81.54
GG 2021 MPAcc Nonbrand IP1923203	Enabled	1,776	90,927	157	\$6,531.76	\$3.68	35	42	\$155.52
GG 2021 MS Entrepreneurship - Other Cities Nonbran	Enabled	2,968	363,799	229	\$9,149.15	\$3.08	20	26	\$351.89
GG 2021 MS Entrepreneurship - Seattle Brand IP1713	Enabled	983	3,806	165	\$3,907.86	\$3.98	41	56	\$69.78
GG 2021 MS Entrepreneurship - Seattle Nonbrand IP1	Enabled	1,149	53,001	178	\$5,216.59	\$4.54	26	34	\$153.43
GG 2021 TMMBA - Technology Mgmt Nonbrand IP158483	Enabled	2,958	116,336	622	\$12,348.96	\$4.17	98	167	\$73.95
GG SEM TMMBA - Technology Mgmt Brand IP158483	Enabled	2,163	7,527	437	\$8,640.96	\$3.99	121	150	\$57.61
Executive - Display	Enabled	987	386,965	7	\$1,566.37	\$1.59	0	0	\$0.00
Executive - Remarketing	Enabled	5,054	143,754	219	\$1,596.16	\$0.32	0	0	\$0.00
Executive - Search	Enabled	1,275	6,300	78	\$4,758.21	\$3.73	0	0	\$0.00

ROI from Paid Search

- Tracking activated in May 2023 – Salesforce can link new prospects and opportunities from paid search campaigns
- Building baseline data – cost per click & cost per opportunity to improve ROI.** Nonbrand campaigns typically have greater competition, higher CPC
- More unique opportunities than prospects due to interest in multiple programs
- Executive MBA ad connector activated Oct 2023.

Source: [Salesforce Paid Search Report](#), 2/6/24

Which ad visitors converted to prospects and opportunities?

(Jan 23 – Jan 24)

NAME	CREATED	VALUE	PROBABILITY	STAGE
FTMB	Feb 4, 2024 7:38 PM	\$0.00	10%	Inquiring
MSIS	Jan 24, 2024 3:07 PM	\$0.00	90%	Applicant
MSIS	Jan 22, 2024 7:55 AM	\$0.00	90%	Applicant
MSIS	Jan 18, 2024 2:00 PM	\$0.00	10%	Inquiring
MSIS	Jan 11, 2024 7:55 AM	\$0.00	95%	Offered
MSIS	Jan 10, 2024 1:40 PM	\$0.00	90%	Applicant
MSBA	Jan 10, 2024 8:30 AM	\$0.00	90%	Applicant
MSIS	Jan 9, 2024 6:26 AM	\$0.00	90%	Applicant
MSCN	Jan 5, 2024 7:55 AM	\$0.00	90%	Applicant
FTMB	Jan 2, 2024 4:10 PM	\$0.00	90%	Applicant
FTMB	Jan 2, 2024 4:10 PM	\$0.00	90%	Applicant
FTMB	Jan 2, 2024 4:10 PM	\$0.00	90%	Applicant
FTMB	Jan 2, 2024 4:09 PM	\$0.00	90%	Applicant
MSBA	Jan 2, 2024 3:43 PM	\$0.00	90%	Applicant
MSBA	Jan 2, 2024 3:41 PM	\$0.00	90%	Applicant
MSBA	Jan 2, 2024 3:40 PM	\$0.00	60%	Application Started
MSBA	Jan 2, 2024 3:40 PM	\$0.00	90%	Applicant
MSCN	Jan 2, 2024 3:35 PM	\$0.00	60%	Application Started
MSIS	Jan 2, 2024 3:27 PM	\$0.00	60%	Application Started
MSIS	Jan 2, 2024 3:26 PM	\$0.00	60%	Application Started
MSBA	Jan 2, 2024 7:55 AM	\$0.00	90%	Applicant
MSBA	Jan 2, 2024 7:55 AM	\$0.00	90%	Applicant
MSBA	Dec 29, 2023 7:55 AM	\$0.00	90%	Applicant
MSIS	Dec 27, 2023 11:23 AM	\$0.00	10%	Inquiring

ROI from Paid Search

- Tracking activated in May 2023 – now Salesforce can link new leads and opportunities from the referring paid search campaign
- Click on the Opportunities link to view the contacts referred by that ad campaign and their current program of interest and stage
- High % of cross-program interest between master's and MBA programs
- Program-specific campaigns often resulted in opportunities for other Foster grad programs

Source: [Salesforce Paid Search Report, 2/6/24](#)

Salesforce Analytics

How can we use data to better connect marketing & recruitment?



How long does it take prospective students to apply?

How can I convert more applications at this stage in the recruitment cycle?

How many Foster programs is my prospective student considering?

Which activities are the first touchpoint in the customer journey?

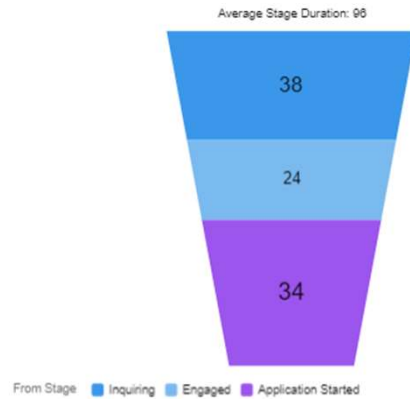
How do application volumes compare to last year?

How long does it take students to apply? 2022-23 recruitment baselines (7/1/22-6/30/23)

5,860
applications

2,383
prospects who did
not start an
application & may
apply in FY25

Opportunity Stage to Applicant
Duration by Average Days



96 days
to apply

Velocity through the admissions funnel

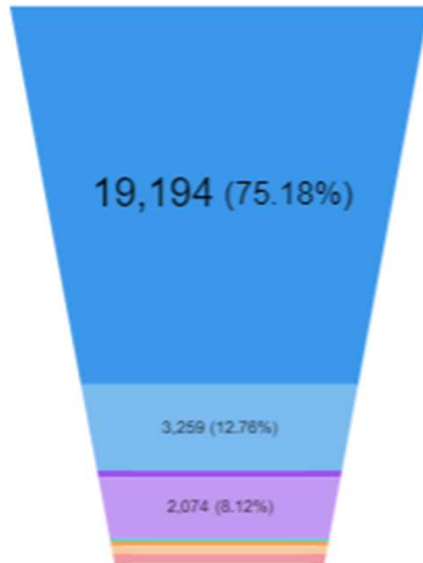
Inquire to App Started 54 Average Duration in Days (Current FY) View Report (Masters-Application Funnel-Inq to AS)	Engaged to App Started 56 Average Duration in Days (Current FY) View Report (Masters-Application Funnel-Eng to App St)
Inquire to Applicant 53 Average Duration in Days (Current FY) View Report (Masters-Application Funnel-Inq to App)	Engaged to Applicant 44 Average Duration in Days (Current FY) View Report (Masters-Application Funnel-Eng to App)
Offer 12 Average Duration in Days (Current FY) View Report (Masters-Application Funnel-Offer to Acpt)	Offer Accepted 13 Average Duration in Days (Current FY) View Report (Masters App Funnel-Acpt Offer-Fee Pd)

Source: Salesforce Masters Programs Dashboard – [Opportunity Funnel with Stage Duration FY24](#), 8/24/23

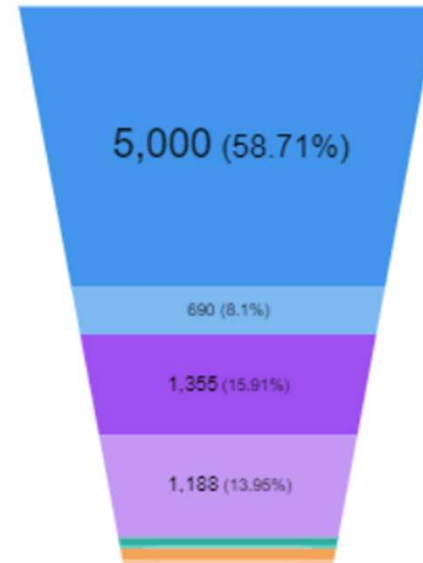
How many prospects are converting to applicants? 2023-24 recruitment year - monitor funnel in real time

75%
inquiring prospects - many migrated from Radius

2022-23 Prospect to Applicant Funnel
July 1, 2022 - June 30, 2023



2023-24 Prospect to Applicant Funnel YTD
July 1, 2023 - February 5, 2024



- Inquiring } Prospect stages
- Engaged } Prospect stages
- Application Started } Application submission
- Applicant } Application submission
- Offered } Deposit/ Fees Paid - Enrollment
- Offer Accepted/Deposit Made } Deposit/ Fees Paid - Enrollment
- Fees Paid } Deposit/ Fees Paid - Enrollment
- Waitlisted } Enrolled
- Deferred } Enrolled
- Closed Won } Enrolled

16% app started
1,188 (14%)
current applicants

115 fees paid

Source: [Salesforce Contacts with Opportunities Report 2/12/24](#)

What is the real-time application status by program? 2023-24 recruitment year

Full-time MBA



Source: Application Summary, Contacts with Open Opportunities 2/7/24

What percentage of applicants enrolled?

Last year, marketing and admissions activities generated

7,102 new prospects*

5,334 started applications

2,935 submitted applications

686 master's & MBA enrollments (23% of applicants)

Enrollments **increased +7% overall from 2022 to 2023**

(from **-13% change between 2021-2022**)

*New inquiring, engaged opportunities, no Radius migrated contacts (Dec 2022- Dec 2023)



How do prospect & applicant volumes look this month?

Graduate Programs Prospects to Applicants Dashboard (7/1/24-2/12/24)

Program	FY25 Projected New Prospects needed	Total New Prospects 12/22 to 1/24 (full year)	New Prospects FY25 YTD (7/1/23-2/12/24)	YTD Prospects % to Goal 7/23-6/24	FY25 Projected Applications needed	Applications Started (not submitted) to Date FY25	Applications Submitted to Date FY25	Applications Started & Submitted FY25	Submitted Applications % to Goal	Applications % of Prospects	Final Application Deadline	FY25 Enrollment Goals (2/24)	Actual Enrollments Verified FY24 (10/18/23)	FY24 Enrollment % of Goal	FY24 Enrollments % of Applications	Applications Submitted FY24 (verified)	% of Started Apps Submitted	Applications Started & Submitted FY24
SM - Supply Chain Management	241	253	113	46.90%	195	103	230	333	117.80%	131.62%	1/9/2024	40	42	105.00%	20.49%	205	53.95%	380
SM - Business Analytics	712	617	300	42.14%	1007	304	735	1039	72.97%	168.40%	1/10/2024	90	78	86.67%	8.93%	873	68.15%	1281
MBA - Global Executive	171	148	94	54.85%	30	58	67	125	222.55%	84.46%	1/15/2024	22	19	86.36%	73.08%	26	25.74%	101
SM - Information Systems	522	563	458	87.68%	308	222	250	472	81.16%	83.84%	2/1/2024	90	97	97.00%	29.22%	332	50.46%	658
SM - Accounting	216	216	93	43.06%	140	124	114	238	81.43%	110.19%	2/15/2024	45	45	100.00%	32.14%	140	56.91%	246
SM - Tax	113	98	40	35.37%	53	30	24	54	45.22%	55.10%	2/15/2024	30	26	86.67%	56.52%	46	61.33%	75
SM - Entrepreneurship	154	134	55	35.64%	120	79	95	174	79.33%	129.85%	2/26/2024	38	33	86.84%	31.73%	104	48.83%	213
MBA - Full Time	2474	2388	2092	84.56%	849	505	869	1374	102.41%	57.54%	3/14/2024	115	111	92.50%	13.55%	819	57.64%	1421
MBA - Executive	1960	1639	1002	51.13%	91	44	29	73	31.91%	4.45%	4/1/2024	55	46	76.67%	60.53%	76	51.01%	149
MBA - Evening	898	813	606	67.48%	143	113	18	131	12.63%	16.11%	5/30/2024	95	86	71.67%	66.67%	129	48.68%	265
MBA - Hybrid	926	913	600	64.78%	132	118	85	203	64.45%	22.23%	7/1/2024	70	69	98.57%	53.08%	130	32.10%	405
MBA - Technology Management	361	361	232	64.27%	55	22	5	27	9.09%	7.48%	8/7/2024	34	34	85.00%	61.82%	55	39.29%	140
Total	8,749	8,143	5,685	64.98%	3,122	1,722	2,521	4,243	80.74%	52.11%	8/7/2024	724	686	86.84%	42.31%	2,935	55.02%	5,334
Programs in gray reached application deadlines			64.98% of projected prospects				80.74% of projected applicants				Benchmark: 23% of all FY24 applicants enrolled				Benchmark: 55% of all FY24 apps submitted			
Updated 2/12/24			69.81% of last year's prospects YTD 7/23-2/12/24				85.89% of FY24 applications submitted YTD				79.55% of FY24 applications started and submitted YTD							

Projected prospects based on FY25 goal and additional prospects/apps needed above FY24 actuals to meet 100% of goal. Goals confirmed with program directors 2/24.

Total new prospects for the year
Most programs migrated to Salesforce by the end of January 2023.
Total prospects tracks all new, non-Radius prospects from Dec 2022-Jan 2024.

Applications % of Prospects - **More than 50% Apps to Prospects indicates a high degree of stealth applicants**

Source: Salesforce [Applications for Andrea](#), [Contacts with Opportunities](#)

Applications Started to Date

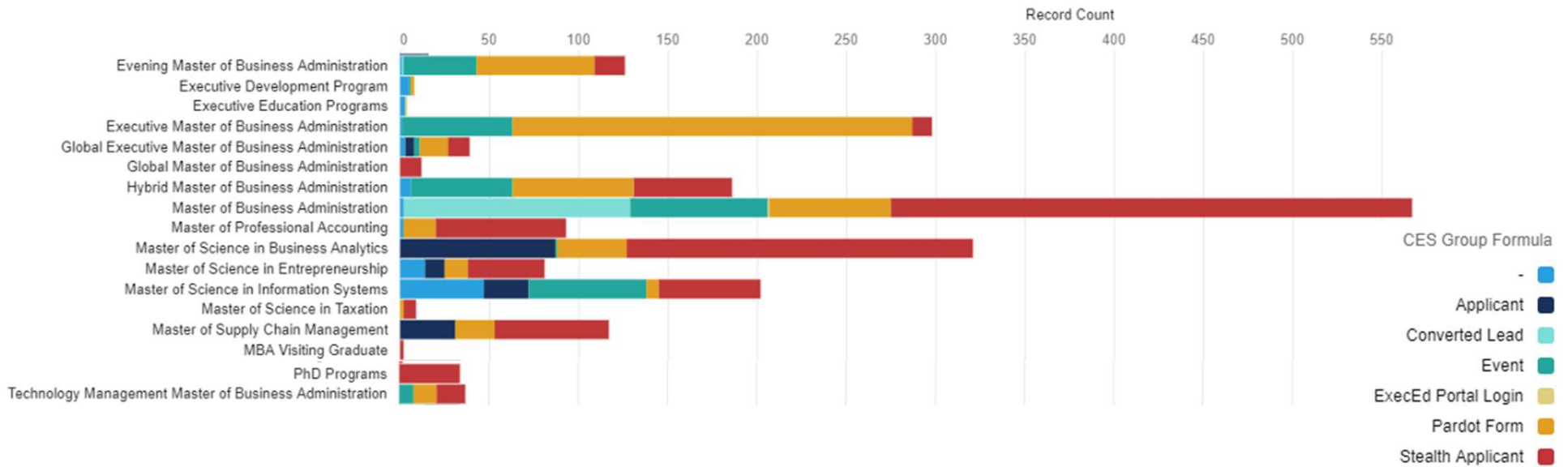
Pool of potential applications for submission. As apps are submitted, the started number can decrease. **Peak months for submission are January and December.**

- Overall, **applications submitted are at 86%** of FY24 levels and 78% of projected apps
- **Applications started and submitted are at 79.5%** of FY24 levels
- Total applications submitted can be verified for MSBA, MSCM and GEMBA after programs close admissions

Applications Submitted

Volumes have increased with app deadlines for MSCM, MSBA, GEMBA (Jan deadlines), MSIS, MPAcc, MSTax (Feb deadlines) and FT MBA (round 1)

Which activities are the first touchpoint in the customer journey?

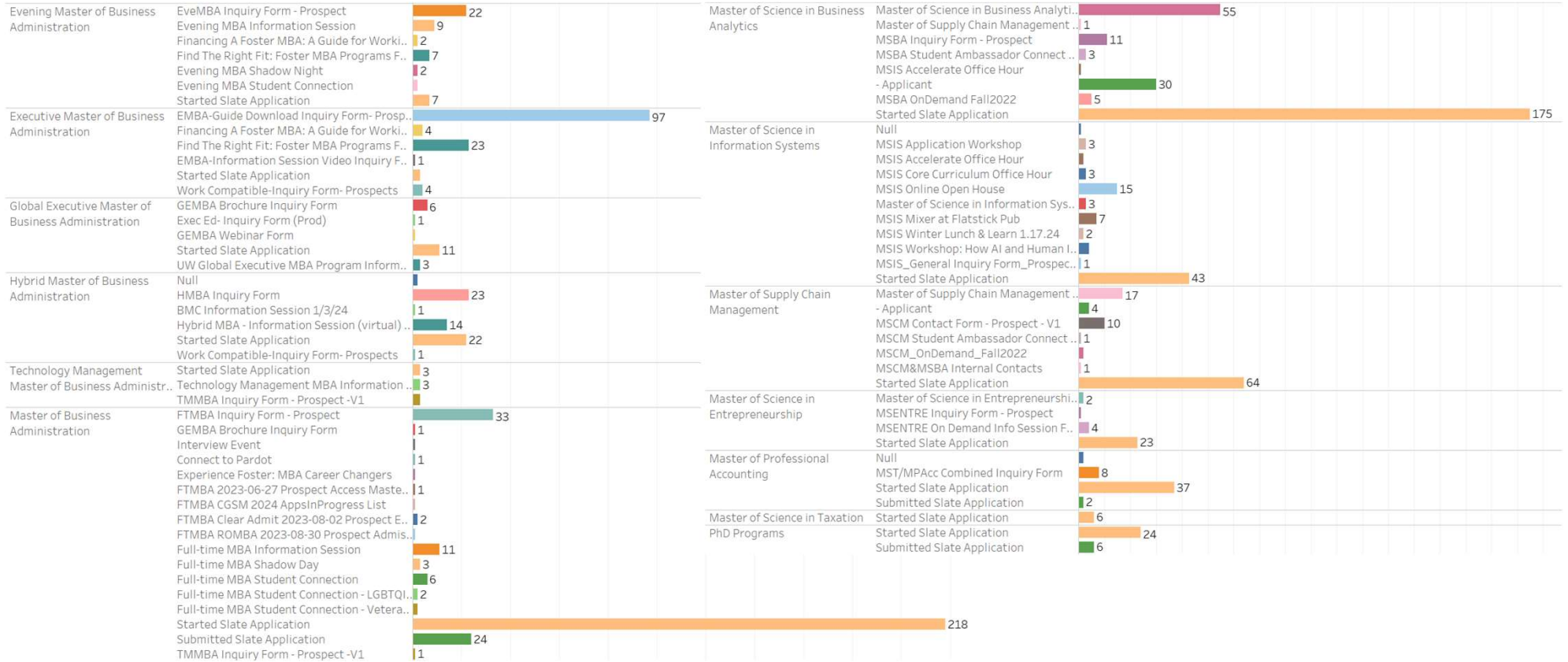


New Salesforce Origin report tracks where contacts enter CRM – from event registrations and RFI forms to applications started

FT MBA & MSBA –
high % of stealth applicants – first touchpoint was starting application

[Salesforce Contact Entry Source](#), 1/29/24

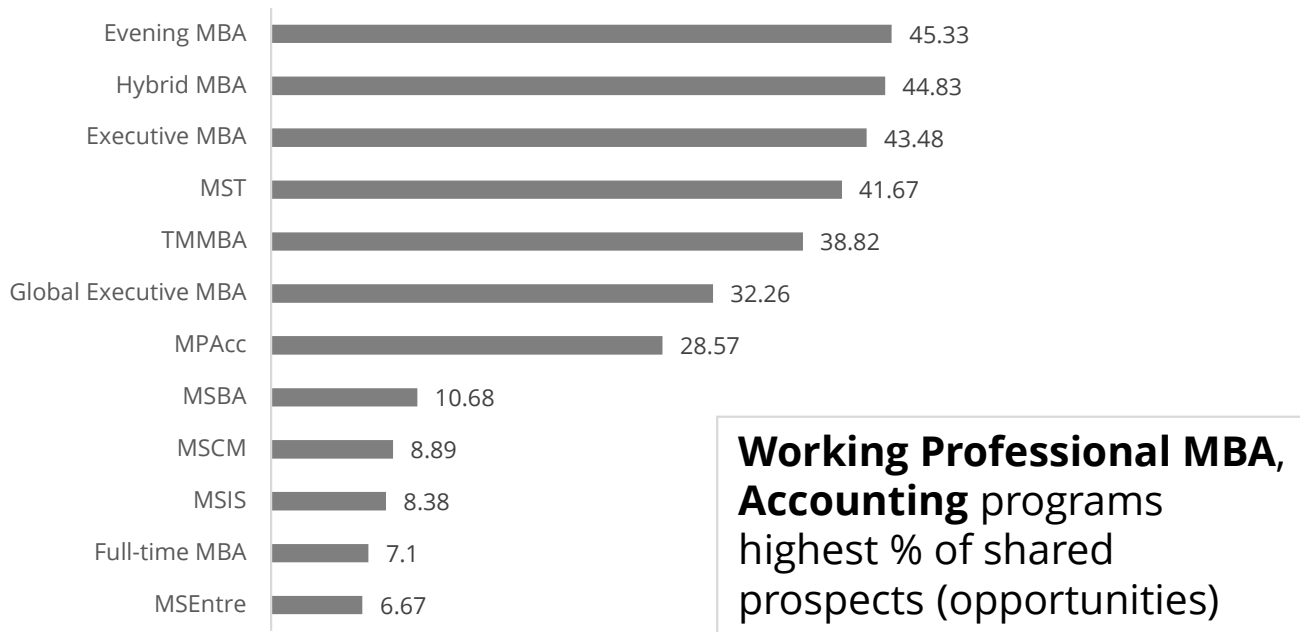
Which activities are the first touchpoint in the journey by program?



[Salesforce Contact Entry Source](#), 1/9/24

How many Foster programs is my prospective student considering?

Multiprogram Prospects by percentage



Source: Salesforce [Open Opportunities Multiprogram](#), 8/2/23 (2023-24 recruitment cycle)

Opportunities to build on analytics

Better targeting, segmentation and messaging

- Apply market research insights to improve campaigns, content strategy
- Measure campaign results and fine-tune during recruitment cycles

Better admissions insights

- More consistent reporting needed for cross-program dashboards
- Partner with programs to review yield, cohort analysis; inform targeting

Better understanding of ROI

- Build better picture of return on marketing activities beyond paid search (strategic partnerships, sponsorships, acquired lists, degree tours)



Next Steps

Survey

- Share top business questions that may be informed by marketing analytics

Self-serve Resources

- Check out new Marketing Analytics page
- Get familiar with your website dashboard (set to prev. month for best data)

Discuss

- Ways to coordinate goal tracking, and marketing during recruitment cycle
- Marcom planning quarterly review meetings with graduate programs



Access to resources on new Marketing Analytics site!

- Website dashboards by program
- Marketing reports
- Market research
- Rankings
- Salesforce resources

<https://foster.uw.edu/marcomservices/>

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Current Students / Future Students / Alumni / Recruiters & Business Partners

ABOUT > ACADEMICS > EXECUTIVE EDUCATION > CENTERS > FACULTY & RESEARCH > CAREERS > NEWS & EVENTS >

Marketing & Communications

Marketing & Communications

SERVICES | RESOURCES | PLATFORMS | ANALYTICS | TEAM & AGENCY | CONTACT US

Services

In addition to advancing the overall Foster brand and marketing work, the marcom team provides direct marketing and communications support to business units across the school.

Through our digital [Asana form](#), you can request assistance on:

Advertising	Marketing Analytics
Branding	PR and Communications
Content and Storytelling	Social Media
Design	Special Projects
Email Marketing	Strategic Planning
Event Promotion	Video and Photography

[SUBMIT A PROJECT REQUEST](#)

[SUBMIT A WEB UPDATE](#)

Analytics

Click on the links below to access website and advertising analytics, view market research.

WEBSITE DASHBOARDS

Monthly overview of website traffic, referring sources, top keywords, traffic trends, key events (form submissions, apply now clicks and clicks to graduate)

- [Graduate programs](#)
- [Executive MBA](#)
- [Evening MBA](#)
- [Full-time MBA](#)
- [Hybrid MBA](#)
- [Global Executive MBA](#)
- [TMMBA](#)

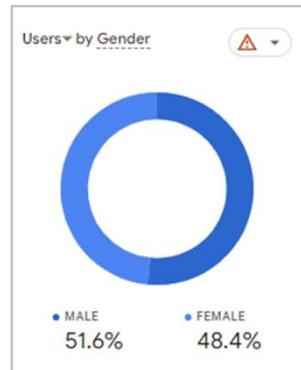
Q & A

THANK YOU

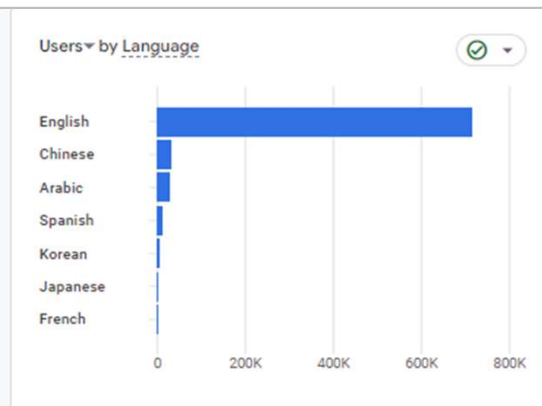
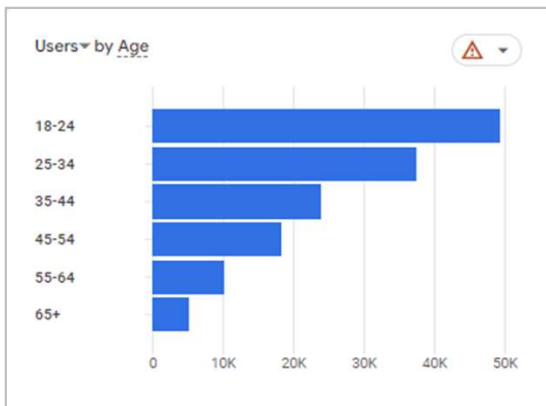
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Resources

What do we know about website visitors?

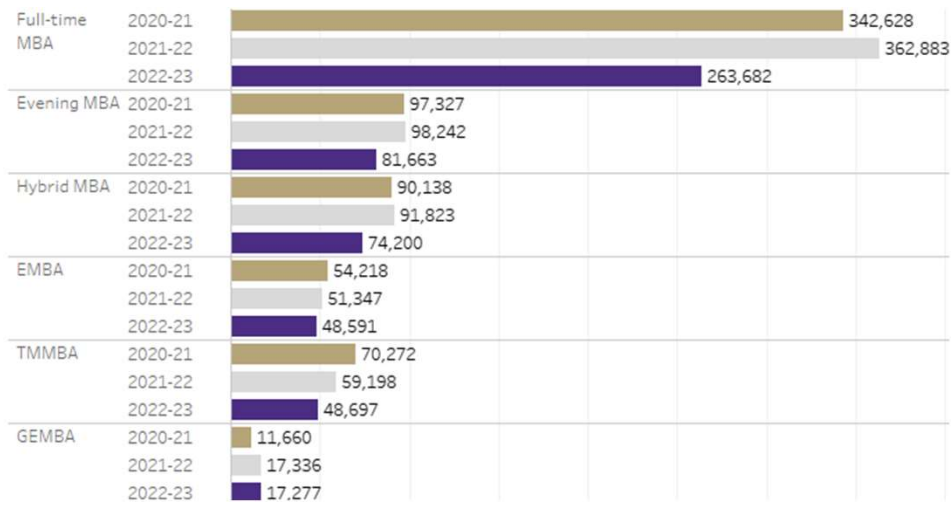


City	Users	New users	Engaged sessions	Engagement rate
	825,872 100% of total	789,687 100% of total	945,719 100% of total	65.68% Avg 0%
1 Seattle	161,302	136,646	239,460	64.08%
2 (not set)	102,980	91,782	88,103	60.75%
3 New York	14,864	13,805	12,007	58.29%
4 Los Angeles	13,165	11,141	11,174	62.5%
5 Mumbai	12,219	11,350	13,845	70.61%
6 Bellevue	11,885	9,885	16,680	67.18%
7 San Jose	8,338	7,031	7,729	67%
8 Beirut	6,777	6,706	4,451	56.58%
9 Bengaluru	6,601	6,025	9,653	72.71%
10 Chicago	6,547	5,835	6,355	69.54%
11 Redmond	6,017	4,991	7,707	67.49%
12 Ashburn	5,838	5,346	2,733	40.38%
13 Kirkland	5,705	4,307	6,564	64.45%
14 Hyderabad	5,691	5,205	6,883	70.72%
15 Jeddah	5,569	5,457	3,625	58.88%
16 Everett	5,144	4,220	7,687	70.58%
17 San Francisco	4,810	4,197	4,261	61.47%
18 Manama	4,780	4,719	4,095	62.65%
19 Kent	4,754	3,490	5,331	65.72%
20 Portland	4,751	3,857	4,329	64.23%

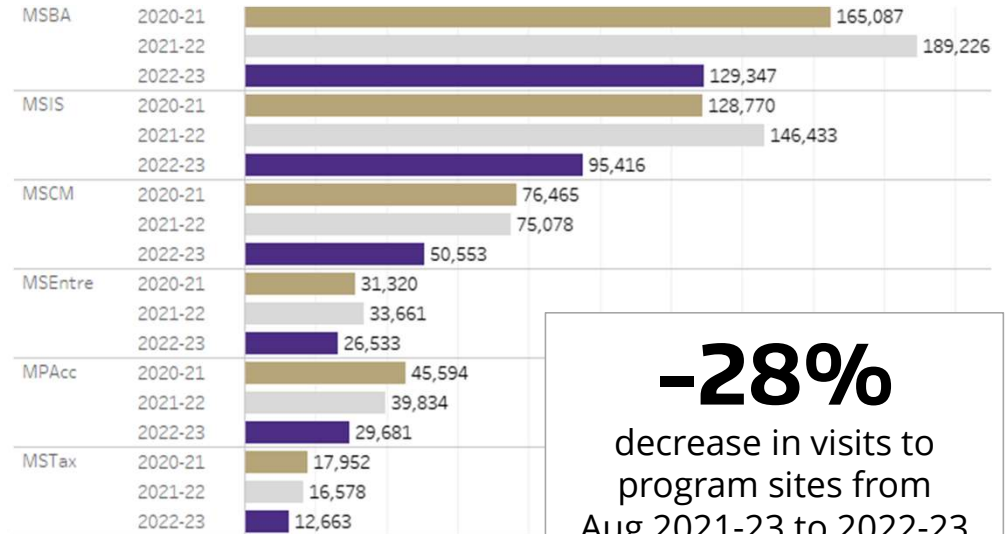


Program website traffic trends part of Dean's KPI metrics

MBA Programs



Master's & PhD Programs



-28%
decrease in visits to program sites from Aug 2021-23 to 2022-23

Website traffic Aug 2022-Aug 2023 – an early indicator of prospect interest, and the top of the funnel for marketing and admissions

Source: Google Analytics, 8/21/23; some drop in traffic attributed to better bot filtering, most programs have seen increases in engagement

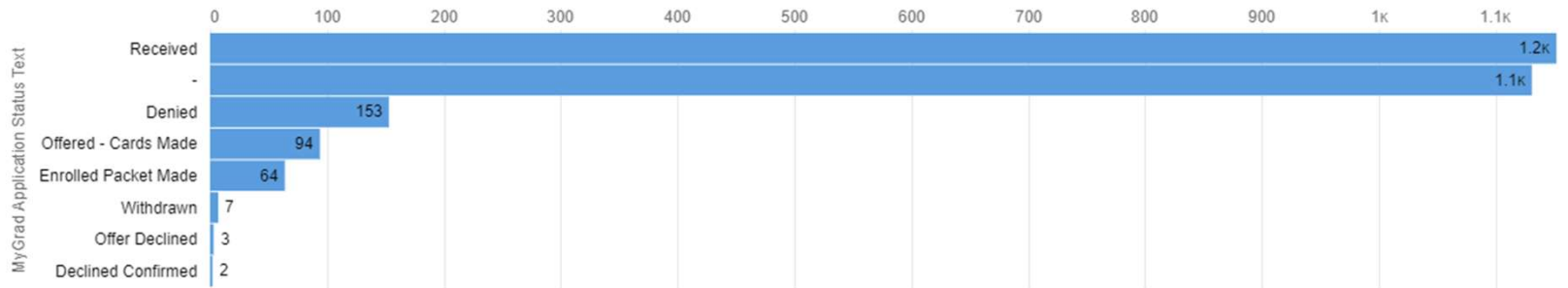
Which ads converted visitors to prospective students? (Jan 23-Jan 24)

Name	Clicks	Impressions	Click-through Rate	Conversions	Conversion Rate	Cost	CPC	Unique Prospects	Unique Opportunities	CPO
GG SEM TMMBA - Technology Mgmt Brand IP158483	2184	7575	28.83%	438	20.05%	\$8,715.55	\$3.99	125	155	\$56.23
GG 2021 TMMBA - Technology Mgmt Nonbrand IP1584	2987	116534	2.56%	638	21.36%	\$12,506.30	\$4.19	102	176	\$71.06
GG 2021 MSCM Nonbrand IP1716038	1895	21115	8.97%	366	19.31%	\$17,099.99	\$9.02	72	115	\$148.70
GG 2021 MSCM Brand IP1716038	1579	202213	0.78%	348	22.04%	\$9,124.38	\$5.78	93	147	\$62.07
GG 2021 MSBA Nonbrand IP1820283	8038	488709	1.64%	1092	13.59%	\$34,092.75	\$4.24	144	226	\$150.85
GG 2021 MS Entrepreneurship - Seattle Nonbrand IP1	1153	53026	2.17%	180	15.61%	\$5,245.07	\$4.55	26	34	\$154.27
GG 2021 MS Entrepreneurship - Seattle Brand IP1713	998	3853	25.90%	170	17.03%	\$3,939.16	\$3.95	43	58	\$67.92
GG 2021 MS Entrepreneurship - Other Cities Nonbran	2974	364003	0.82%	232	7.80%	\$9,193.62	\$3.09	20	26	\$353.60
GG 2021 MPAcc Nonbrand IP1923203	1806	91204	1.98%	158	8.75%	\$6,778.53	\$3.75	36	44	\$154.06
GG 2021 MPAcc Brand IP1923203	1325	48157	2.75%	106	8.00%	\$3,613.29	\$2.73	44	44	\$82.12
GG 2021 Hybrid MBA Nonbrand IP1713930	10796	480848	2.25%	1847	17.11%	\$42,052.32	\$3.90	316	551	\$76.32
GG 2021 Hybrid MBA brand IP1713930	1010	2821	35.80%	187	18.51%	\$3,215.53	\$3.18	69	128	\$25.12
GG 2021 Full Time MBA Nonbrand IP1920992	9352	179336	5.21%	2096	22.41%	\$20,855.93	\$2.23	391	527	\$39.57
GG 2021 Full Time MBA Brand IP1920992	23178	956126	2.42%	2883	12.44%	\$16,811.14	\$0.73	401	497	\$33.83
GG 2021 Evening MBA Nonbrand IP1920990	2227	17268	12.90%	528	23.71%	\$15,110.90	\$6.79	103	185	\$81.68
GG 2021 Evening MBA Brand IP1920990	3134	149722	2.09%	659	21.03%	\$8,226.26	\$2.62	145	237	\$34.71
FSOB MSIS - Nonbrand IP2353957	114902	1075137	10.69%	22057	19.20%	\$26,323.80	\$0.23	4	8	\$3,290.48
FSOB MSIS - Brand IP2353957	22725	155437	14.62%	4949	21.78%	\$12,469.40	\$0.55	146	191	\$65.28
Executive - Search	1304	6451	20.21%	78	5.98%	\$4,852.98	\$3.72	0	0	\$0.00
Executive - Remarketing	5174	147014	3.52%	224	4.33%	\$1,623.09	\$0.31	0	0	\$0.00
Executive - Display	1004	403134	0.25%	7	0.70%	\$1,595.27	\$1.59	0	0	\$0.00
FSOB Spring MBA - NonBrand	40893	808780	5.06%	634	1.55%	\$22,725.54	\$0.56	18	19	\$1,196.08
FSOB Spring MBA - Brand	6931	572993	1.21%	128	1.85%	\$6,005.04	\$0.87	17	28	\$214.47
	219,745	4,969,683	8.88%	39,243	15.27%	\$263,445.26	\$3.39	2,280	3,349	\$235.61
			Average		Average	Total	Average			Average

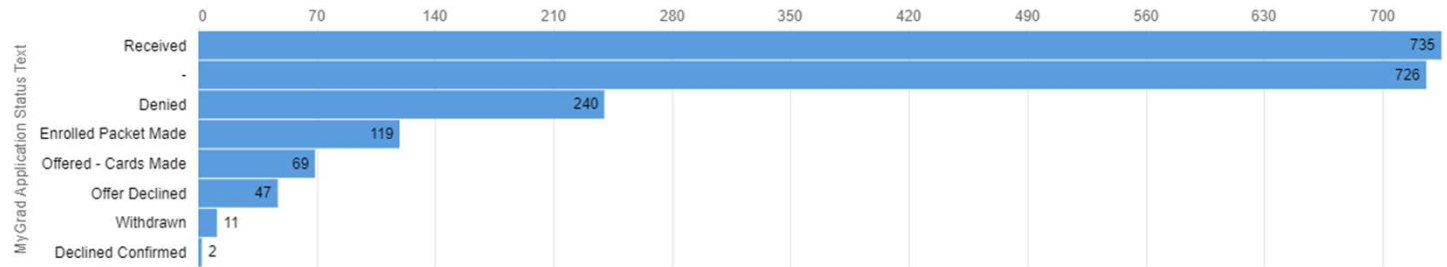
When do prospective students apply? Summer & Autumn intake, 2024



Application status – Autumn Quarter 2024 intake (MBAs, MPAcc, MSTax)



Application status – Summer Quarter 2024 intake (Spec. Master's, GEMBA)

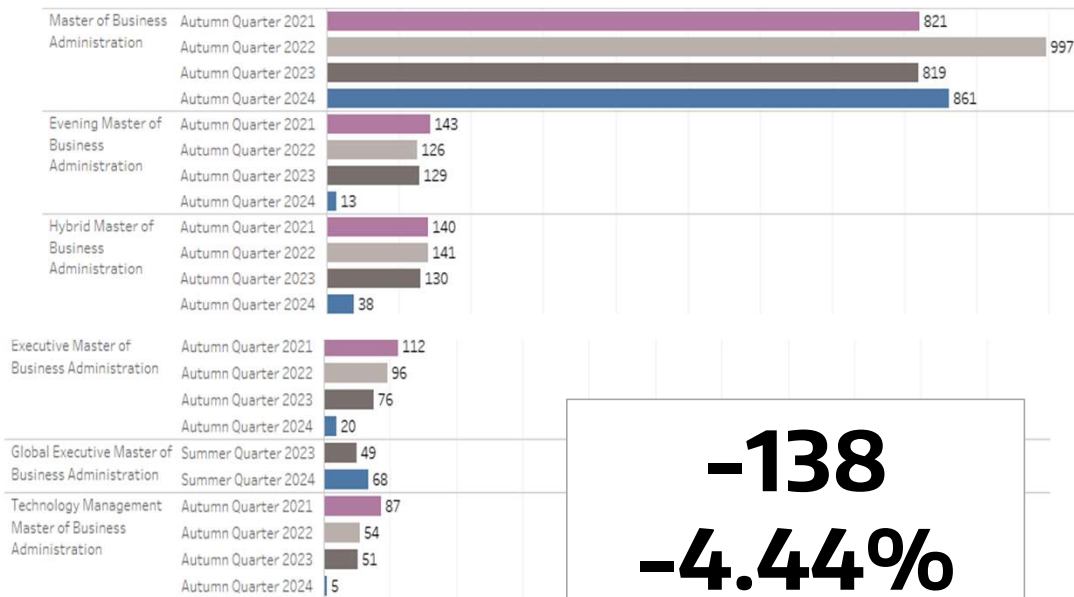


- Total application volumes are higher in October and November 2023 compared to 2022. In 2023, MSBA and MSCM moved int'l application deadline to November. December apps lower YOY
- Null value (-) for applications = started

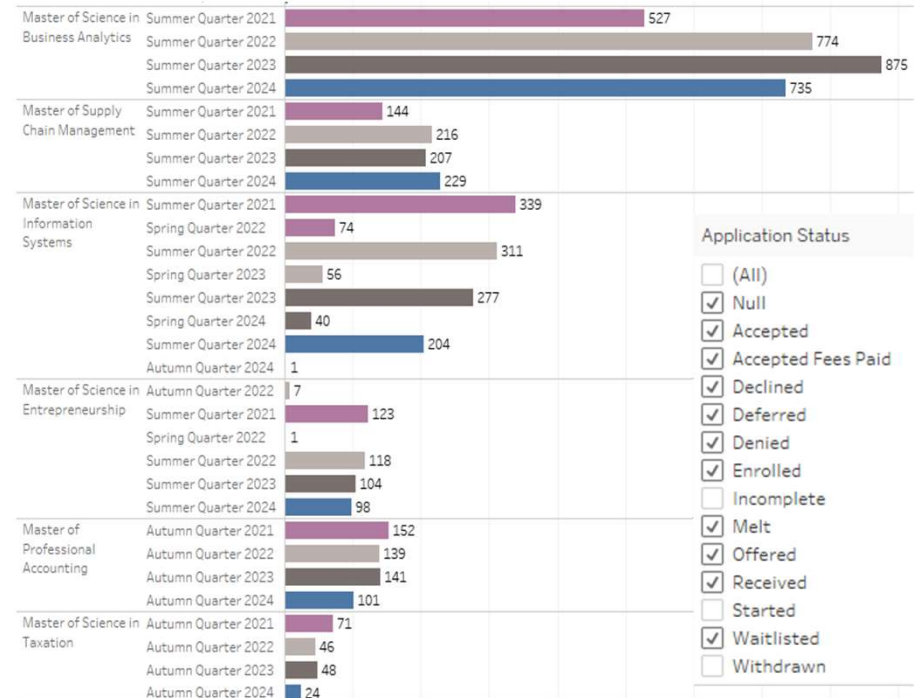
[Salesforce Application Summary](#) dashboard, 1/26/24

How do application volumes compare to previous years?

MBA Programs



Master's Programs



- Application Status
- (All)
 - Null
 - Accepted
 - Accepted Fees Paid
 - Declined
 - Deferred
 - Denied
 - Enrolled
 - Incomplete
 - Melt
 - Offered
 - Received
 - Started
 - Waitlisted
 - Withdrawn

-138
-4.44%
 change in applications
 2022-23 to 2023-24

Source: Salesforce [Applications for Andrea](#), MyGrad application status 2/9/24

What is the best way to report application stages? (updated 1/3/24)

App Status vs MyGrad App Status FY24

Applying To	Application Status	MyGrad Application St...		
Master of Business Administration	Melt	Declined Confirmed	25	
		Enrolled Packet Made	1	
Evening Master of Business Administration	Started	Null	130	
		Withdrawn	6	
		Denied	16	
		Declined	20	
		Deferred	4	
		Accepted Fees Paid	Registered	86
		Melt	Declined Confirmed	3
Executive Master of Business Administration	Started	Null	68	
		Withdrawn	3	
	Received	ECD Transfer Quarter	1	
		Offer Declined	1	
		Registered	9	
	Withdrawn	Withdrawn	1	
		Incomplete	Enrolled Packet Made	1
	Denied	Denied	4	
		Offered	ECD Transfer Quarter	1
	Offered	Offer Declined	3	
		Registered	5	
		Accepted	Registered	1
	Declined	Declined Confirmed	2	
		Offer Declined	9	
		Deferred	Declined Confirmed	1
Deferred	ECD Transfer Quarter	1		
	Registered	3		
	Accepted Fees Paid	ECD Transfer Quarter	2	
Accepted Fees Paid	Enrolled Packet Made	1		
	Registered	29		
	Enrolled	Registered	2	

App Status vs MyGrad App Status FY24

Applying To	Application Status	MyGrad Application St...	
Hybrid Master of Business Administration	Started	Null	258
		Withdrawn	1
	Withdrawn	Declined Confirmed	1
		Offer Declined	7
		Withdrawn	11
	Received	Denied	3
		Offer Declined	8
	Incomplete	Denied	6
		Offer Declined	1
	Offered	Offer Declined	4
		Accepted	ECD Transfer Quarter
Declined	Declined Confirmed	5	
	Offer Declined	18	
Deferred	ECD Transfer Quarter	11	
	Enrolled	Enrolled Packet Made	1
Master of Science in Information Systems	Started	Null	265
		Received	1
	Received	Denied	15
		Received	2
		Withdrawn	126
	Denied	Denied	8
		Offered	Enrolled Packet Made
	Offered	Offer Declined	37
		Registered	1
		Declined	Offer Declined
	Declined	Offer Declined	3
Accepted Fees Paid		Offered - Cards Made	2
Accepted Fees Paid	Declined Confirmed	1	
	Enrolled Packet Made	1	
	Registered	68	
Melt	Declined Confirmed	6	

- No consistent application status reporting across graduate programs for accurate roll-up reports
- Application Status preferred by Foster programs for tracking waitlisted, melt, other stages not available in MyGrad
- Application Status final decisions need to be reported to MyGrad for statuses to match

[Salesforce Application Summary](#) dashboard, 1/3/24