



MARKETING & APPLICATION DASHBOARDS Q2 & YOY 2023

**Andrea Bowers,
Director of Marketing Analytics
January 2024**

2023-2024 Marketing & Admissions Results

Last year, marketing and admissions activities generated

7,102 new prospects*

5,334 started applications**

2,935 submitted applications (55% of started applications)

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

Master's & MBA incoming enrollments **increased +2% overall**
from FY23 to FY24

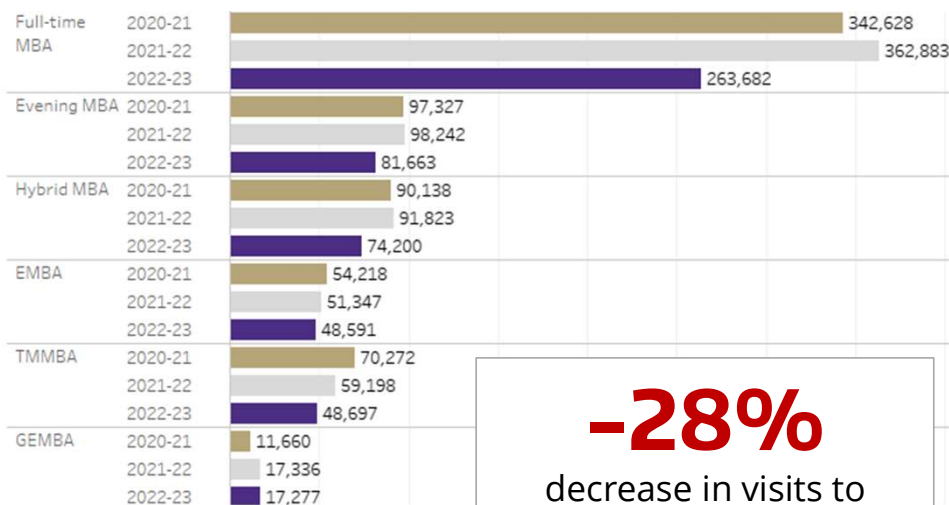
* New inquiring, engaged opportunities, no Radius migrated contacts, Dec 2022- Dec 2023

** All applications & enrollments: Summer 2023-Spring 2024 + MSIS Accelerate Spring 2023



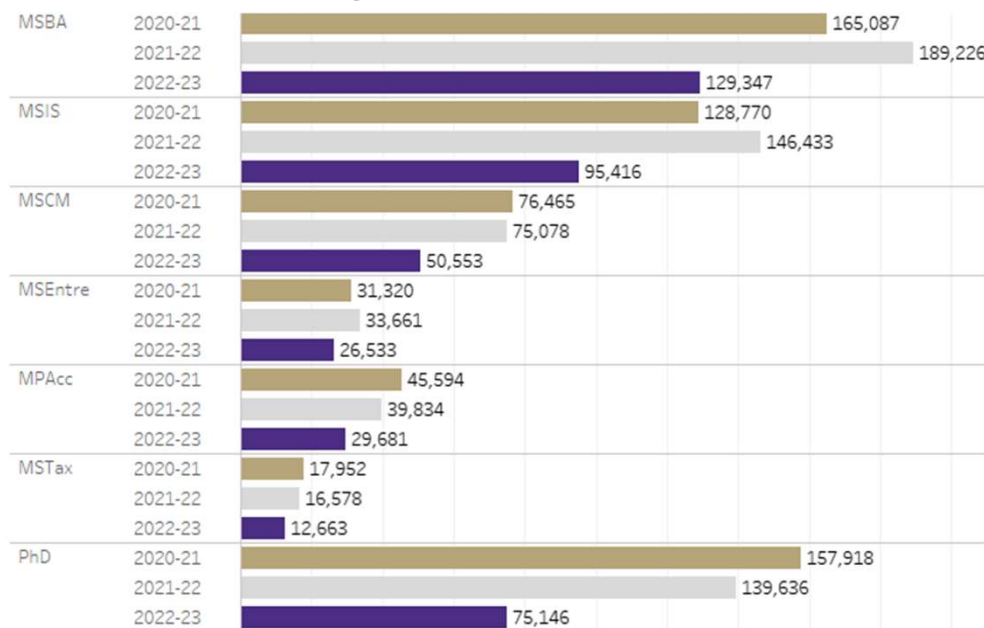
Website Volumes YOY FY22 – FY24

MBA Programs



-28%
decrease in visits to
program sites FY23-FY24

Master's & PhD Programs

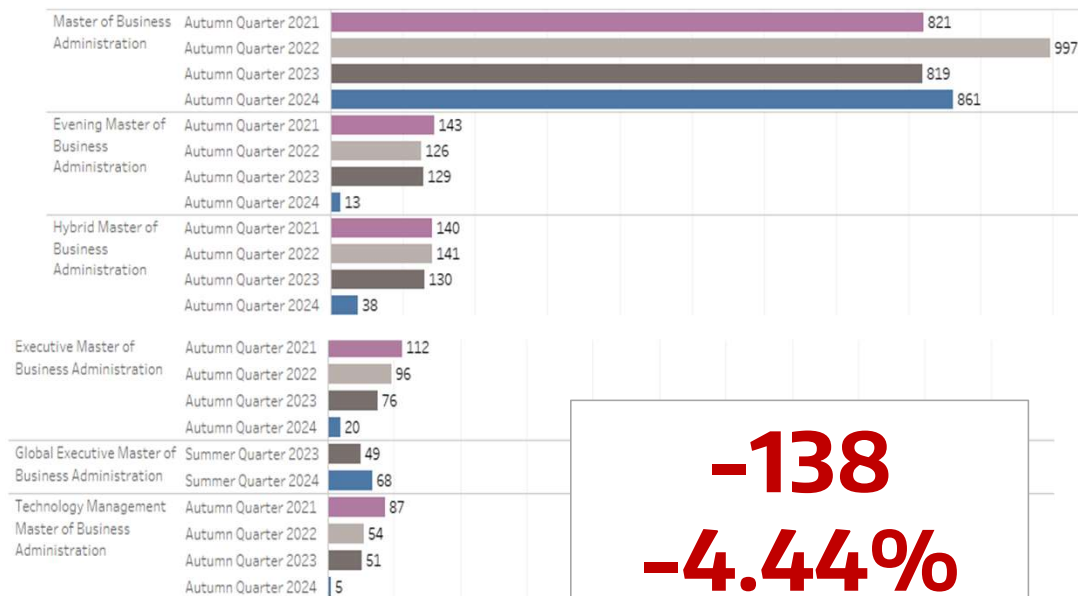


- Website traffic – an early indicator of prospect interest, and the top of the funnel for marketing and admissions engagement – has been declining since 2020 (except for GEMBA, which rebooted in 2022-23)
- Google algorithm changes, better bot filtering, GA4 reporting changes and increased online ad competition have all contributed to traffic declines
- Marcom monitoring website visits to leads to applications funnel closely to inform marketing decisions early in recruitment cycle
- Better advertising targeting, program persona identification and scoring and grading in Salesforce will help reach and convert better-fitting candidates

Source: Google Analytics 4, 8/21/23 (August 2021-August 2023 YOY results)

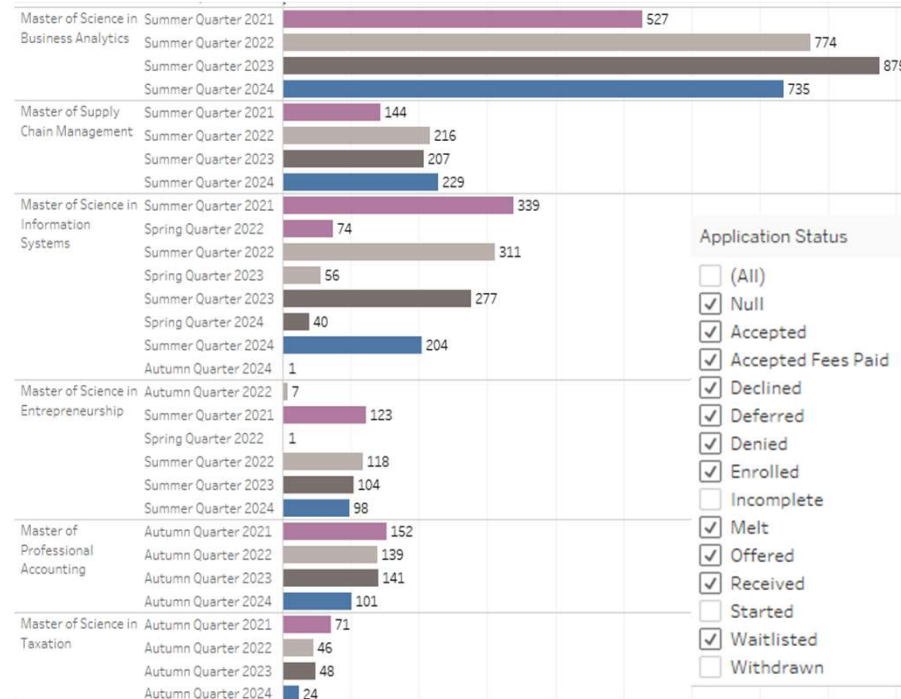
Application Volumes YOY FY22-FY24

MBA Programs



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

Master's Programs

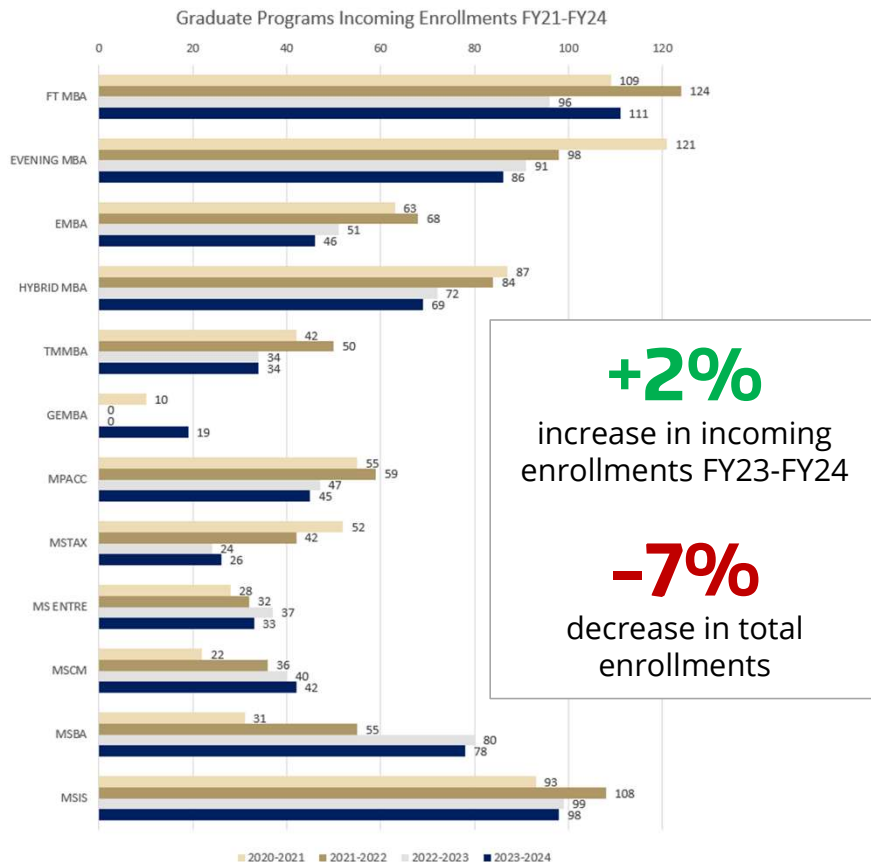


Application Status

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

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

Enrollment Volumes YOY FY21 - FY24 (FY24 enrollments as of 2/1/24)



Unit		Fiscal Year Academic Year	FY21		FY22		FY23		FY24	
			2020-2021		2021-2022		2022-2023		2023-2024	
			Actual Enrollment	FY20-21 % Δ	Actual Enrollment	FY21-22 % Δ	Actual Enrollment	FY22-23 % Δ	Actual Enrollment	FY23-24 % Δ
Full-time MBA	MBA	Incoming	109	-7%	126	16%	96	-24%	111	16%
		Continuing	118	-7%	107	-9%	124	16%	96	-23%
		Total	227	-7%	233	3%	220	-6%	207	-6%
Evening MBA	MBA	Incoming	121	10%	100	-17%	92	-8%	86	-7%
		Continuing	236	-4%	231	-2%	210	-9%	192	-9%
		Total	357	0%	331	-7%	302	-9%	278	-8%
Executive MBA	EMBA	Incoming	63	-15%	68	8%	51	-25%	46	-10%
		Continuing	65	-6%	63	-3%	70	11%	48	-31%
		Total	128	-10%	131	2%	121	-8%	94	-22%
Global Executive MBA	GEMBA		10	11%	0	-100%	0	0%	19	0%
Hybrid MBA	HYBRID	Incoming	87	23%	84	-3%	72	-14%	69	-4%
		Continuing	69	11%	86	25%	87	1%	77	-11%
		Total	156	17%	170	9%	159	-6%	146	-8%
MPAcct Audit & Assurance	A&A		55	15%	59	7%	46	-22%	44	-4%
Master of Science in Taxation	TAX		52	24%	42	-19%	25	-40%	25	0%
Master Business Analytics	MSBA		31	0%	55	77%	80	45%	78	-3%
Master Entrepreneurship	MS ENTRE		28	22%	32	14%	37	16%	33	-11%
Master Info Systems	MSIS		93	3%	107	15%	99	-7%	97	-2%
Master Supply Chain Mgmt	MSCM		22	-46%	39	77%	39	0%	42	8%
Tech Mgmt MBA	TMMBA	Incoming	42	20%	50	19%	34	-32%	34	0%
		Continuing	34	-11%	41	21%	50	22%	34	-32%
		Total	76	4%	91	20%	84	-8%	68	-19%
Fee-Based Totals:			1,008	2%	1,057	5%	992	-6%	924	-7%
Full-Time MBA Totals			227	-7%	233	3%	220	-6%	207	-6%
Total MBA & Master's Enrollment			1,290	4%	1,290	0%	1,212	-6%	1,131	-7%
Total Incoming MBA & Master's Enrollments			713	3%	762	7%	671	-12%	684	2%

Full-time MBA (+16% incoming class), MSCM (+8%) exceeded FY23 enrollments; +19 GEMBA enrollments added with 2023 reboot

Source: Tyler DuLam enrollment report updates, 2/24

Graduate Programs Prospects to Applicants Dashboard (YTD 7/1/24-1/19/24)

Program	Migrated Prospects - Radius FY24	Actual New Salesforce Prospects FY24 (12/22-6/23)	New Prospects FY25 (7/1-12/7/23)	FY25 Projected New Prospects needed	Total New Prospects 12/22 to 12/23 (full year)	% to Goal	FY25 Projected Applications needed	Applications Started (not submitted) to Date FY25	Applications Submitted to Date FY25	Submitted Applications % to Goal	Applications % of Prospects	Final Application Deadline	FY25 Enrollment Goals	FY24 Enrollment Goals (GTM 5/23)	Actual Enrollments Verified FY24 (10/18/23)	FY24 Enrollment % of Goal	FY24 Enrollments % of Applications	FY25 Goals vs FY24 Actual Enrollments %
SM - Supply Chain Management	54	140	97	226	237	105.00%	195	143	153	78.37%	60.34%	1/9/2024	40	45	42	93.33%	20.49%	105.00%
SM - Business Analytics	228	317	271	678	588	86.67%	1007	478	472	46.86%	81.29%	1/10/2024	90	90	78	86.67%	8.93%	86.67%
MBA - Global Executive	51	54	69	227	123	54.29%	48	72	36	75.16%	58.54%	1/15/2024	35	15	19	126.67%	73.08%	54.29%
SM - Information Systems	918	105	391	506	496	98.00%	339	176	41	12.10%	35.48%	2/1/2024	100	100	98	98.00%	29.52%	98.00%
SM - Accounting	30	123	74	197	197	100.00%	140	126	40	28.57%	63.96%	2/15/2024	45	45	45	100.00%	32.14%	100.00%
SM - Tax	8	58	39	112	97	86.67%	53	10	10	18.84%	10.31%	2/15/2024	30	25	26	104.00%	56.52%	86.67%
SM - Entrepreneurship	45	79	43	166	122	73.33%	142	82	30	21.15%	67.21%	2/26/2024	45	40	33	82.50%	31.73%	73.33%
MBA - Full Time	12619	296	1929	2405	2225	92.50%	885	752	419	47.32%	33.80%	3/14/2024	120	120	111	92.50%	13.55%	92.50%
MBA - Executive	342	637	665	1981	1302	65.71%	116	34	9	7.78%	2.61%	4/1/2024	70	70	46	65.71%	60.53%	65.71%
MBA - Evening	1733	207	473	949	680	71.67%	180	75	10	5.56%	11.03%	5/30/2024	120	120	86	71.67%	66.67%	71.67%
MBA - Hybrid	2619	313	433	919	746	81.18%	160	80	21	13.11%	10.72%	7/1/2024	85	90	69	76.67%	53.08%	81.18%
MBA - Technology Management	219	129	160	373	289	77.50%	71	1	0	0.00%	0.35%	8/7/2024	40	40	31	77.50%	56.36%	77.50%
Total	18866	2458	4644	8,740	7,102	81.26%	3,336	2,029	1,241	29.57%	36.30%	8/7/2024	820	800	684	85.50%	41.88%	83.41%
Updated 1/19/24									37.95%	apps submitted to date		Benchmark: 55% of FY24 apps submitted			Benchmark: 23% of FY24 applicants enrolled			

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**

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.**

Applications Submitted

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

- Total applications submitted can be verified for MSBA, MSCM and GEMBA after programs close admissions

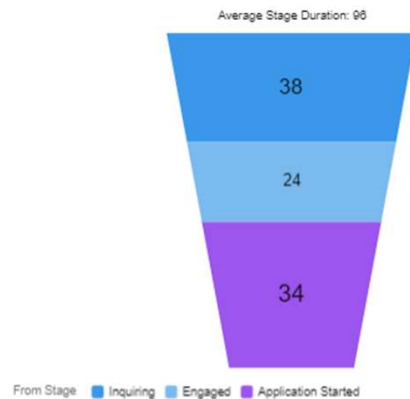
Source: Salesforce [Applications for Andrea](#), [Contacts with Opportunities](#)

Salesforce conversions – 2022-23 full year recruitment baselines (7/1/22-6/30/23)

5,860
applications

2,383
prospects who have
not started an
application & may
apply in FY25

Opportunity Stage to Applicant
Duration by Average Days



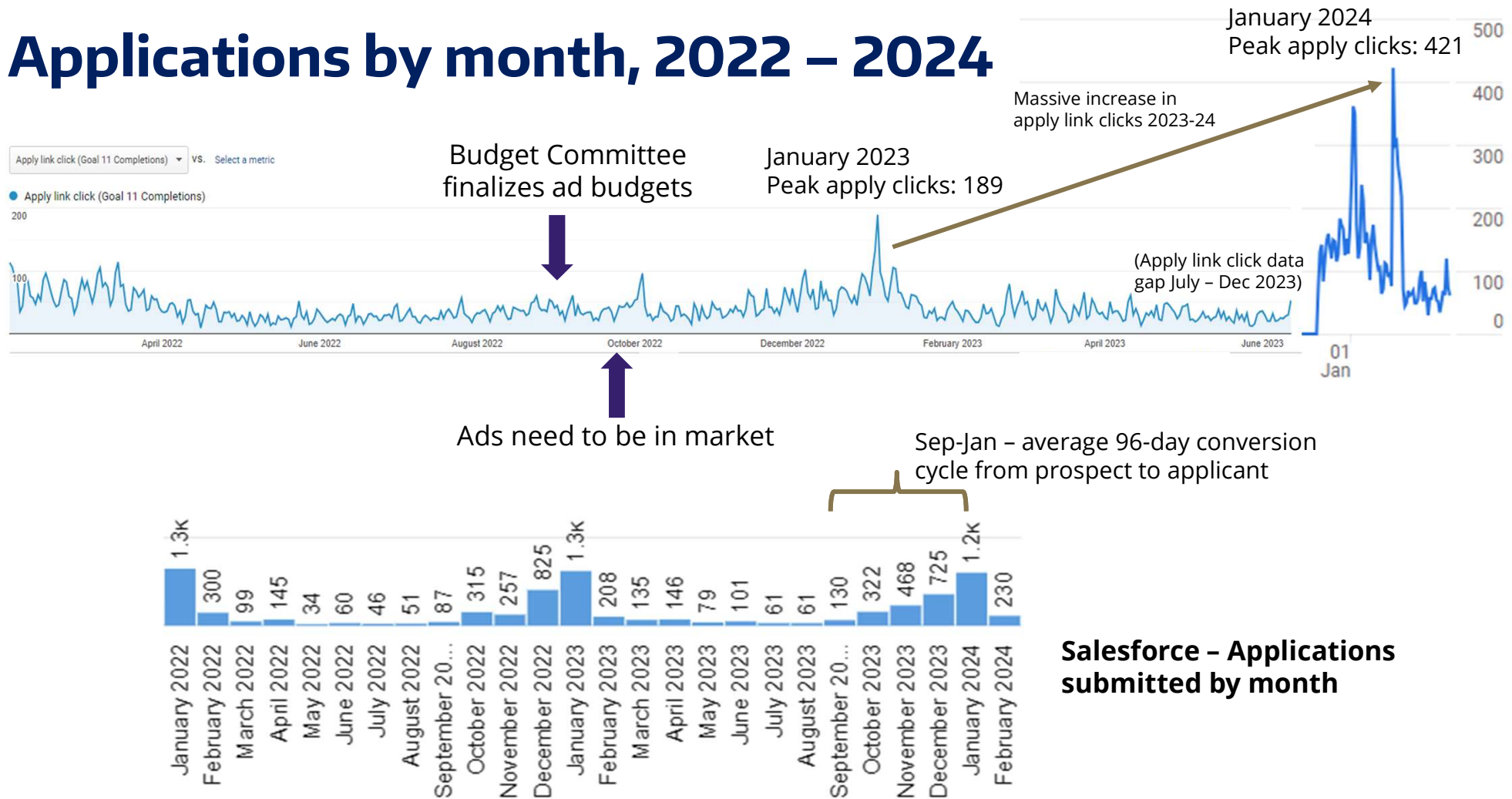
96 days
to apply

Velocity
through the
admissions funnel

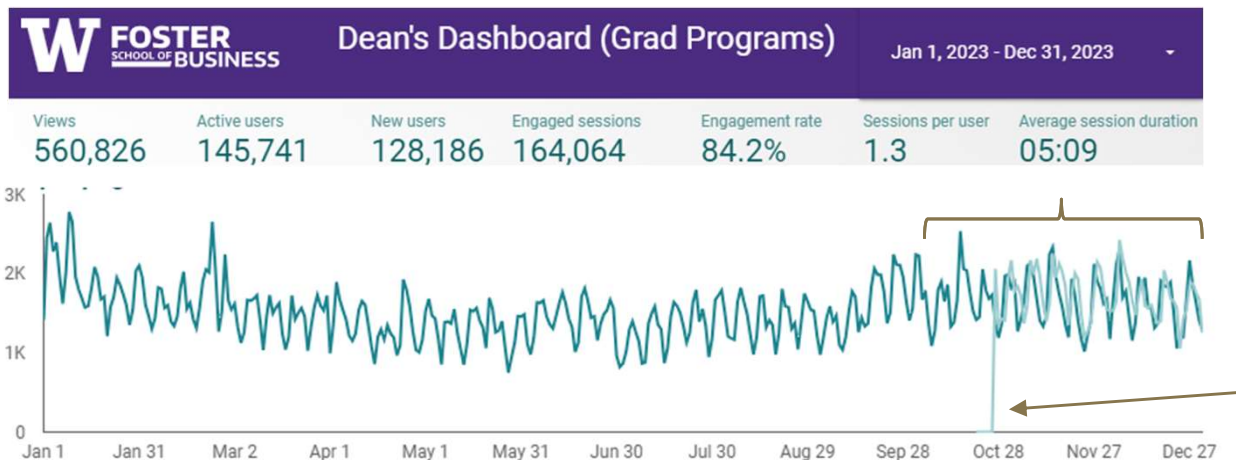
Inquire to App Started 54 Average Duration in Days (Current FY) View Report (Masters-Application Funnel-Inq to AS)	Engaged to App Started 56 Average Duration in Days (Current FY) View Report (Masters-Application Funnel-Eng to App St)
Inquire to Applicant 53 Average Duration in Days (Current FY) View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

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

Applications by month, 2022 – 2024



Dean's Dashboards – All Grad Programs YOY Jan-Dec 2023



New program and One Foster campaigns in market Oct 2023 to support conversion to applications

YOY trending started in late Oct 2022
No YOY trending metrics are included for 2023 due to lack of full year comparison

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
duckduckgo / organic	673	600	549	609	90.49%	05:11

Top referral sources

- Google organic referred 57K new visitors, 92% engagement rate and 6:35 average session
- Google CPC referred 36K new visitors, with a 78.6% engagement rate up 79.4%, and 4:39 average session duration
- Bing referred more than 4K new visitors with a 91% engagement rate
- Google banner ads attracted 3.2K new visitors and LinkedIn, 1.4K new users

Source: [Google Looker dashboard](#)

Dean's Dashboards – All Grad Programs YOY Jan-Dec 2023

 Dean's Dashboard (Grad Programs) Jan 1, 2023 - Jan 31, 2024						
Views	Active users	New users	Engaged sessions	Engagement rate	Sessions per user	Average session duration
785,110	157,461	138,507	181,564	84.88%	1.36	05:45

Top pages

Page path	Sessions	Active users	New users	Average session duration
/academics/degree-programs/full-time-mba/	96,135	70,245	38,514	01:30
/academics/degree-programs/master-science-business-analytics/	59,242	39,018	22,588	02:05
/academics/degree-programs/hybrid-mba/	47,964	35,966	18,934	01:35
/academics/degree-programs/master-of-science-in-information-systems/	44,710	31,547	15,283	02:15
/academics/degree-programs/evening-mba/	28,642	20,070	5,680	01:30
/academics/degree-programs/technology-management-mba/	23,664	18,301	7,768	01:32
/academics/degree-programs/master-of-supply-chain-management/	23,292	15,474	8,661	02:15
/academics/degree-programs/executive-mba/	18,977	14,550	4,187	01:44
/academics/degree-programs/master-of-science-in-entrepreneurship/	18,581	13,372	7,314	02:05
/academics/degree-programs/master-of-professional-accounting/	16,134	11,485	5,497	02:10
/academics/degree-programs/global-executive-mba/	10,073	6,854	2,082	02:09
/academics/degree-programs/master-science-taxation/	6,568	4,765	2,149	02:03
Grand total	329,347	219,617	138,663	02:11

- Key events not set up for full year Jan-Dec 2023 – start monitoring in January 2024

- Capturing baselines for each grad program and portfolio for 2024 YOY comparison
- Programs with **high volumes of new visitors, 5K+** FT MBA, MSBA, Hybrid MBA, MSIS, MSCM, TMMBA, Evening MBA, MPAcc
- **Longer session durations 2+ minutes** MSBA, MSIS, MSCM, MSEntre, MPAcc, MSTax, GEMBA

Source: GA4 Graduate Program Dashboard Qtly

Dean's Dashboards – All Grad Programs Q2: 10/23-12/23

FOSTER SCHOOL OF BUSINESS Dean's Dashboard (Grad Programs) Oct 1, 2023 - Dec 31, 2023						
Views	Active users	New users	Engaged sessions	Engagement rate	Sessions per user	Average session duration
153,182	36,934	29,499	43,093	88.0%	1.3	06:05
↑ 16.0%	↑ 14.2%	↑ 19.6%	↑ 18.2%	↓ -0.7%	↑ 4.3%	↑ 5.7%

FOSTER SCHOOL OF BUSINESS Dean's Dashboard (Grad Programs) Jul 1, 2023 - Sep 30, 2023						
Views	Active users	New users	Engaged sessions	Engagement rate	Sessions per user	Average session duration
132,101	32,347	27,289	36,457	88.6%	1.3	05:45
↑ 5.4%	↓ -13.8%	↓ -16.2%	↓ -2.5%	↑ 7.0%	↑ 5.7%	↑ 25.4%

Channel engagement breakdown

Session source / medium	Sessions	% Δ	Active users	% Δ	New users	% Δ	Engaged sessions	% Δ	Engagement rate	% Δ	Average session duration	% Δ
google / organic	24,471	4.6% ↑	17,931	-2.1% ↓	13,868	-8.4% ↓	22,551	4.3% ↑	92.15%	-0.2% ↓	07:20	10.0% ↑
google / cpc	11,769	63.7% ↑	10,002	59.7% ↑	7,385	55.1% ↑	10,415	62.9% ↑	88.5%	-0.5% ↓	05:52	-8.4% ↓
(direct) / (none)	6,231	19.4% ↑	5,081	16.0% ↑	4,538	12.4% ↑	5,044	15.8% ↑	80.95%	-3.0% ↓	06:06	8.1% ↑
bing / organic	1,891	7.0% ↑	1,294	-13.0% ↓	973	-21.7% ↓	1,723	8.4% ↑	91.12%	1.3% ↑	07:48	33.9% ↑
washington.edu / referral	779	8.6% ↑	516	-6.2% ↓	216	-21.2% ↓	682	3.2% ↑	87.55%	-5.0% ↓	08:09	3.4% ↑
Meta / Retargeting	515	-	445	-	431	-	274	-	53.2%	-	01:40	-
LinkedIn / Retargeting	383	-	359	-	327	-	226	-	59.01%	-	02:36	-
LinkedIn / Sponsored_Con...	352	-	341	-	337	-	103	-	29.26%	-	41	-

Q1/Q2 comparison:

- ▲ Views up 16%
- ▲ Active users up 14%, New users up 20%
- ▲ Engaged sessions up 18%

- ▲ Google CPC paid search up 63.7 for sessions and 55.1% for new users
- ▲ Google organic sessions up 4.6%, but new users down 8.4%
- ▲ Bing sessions up 7%, but new users down 21.7%
- ▲ New users referred by new retargeting campaigns on Meta and LinkedIn, LI sponsored content

Source: [Google Looker dashboard](#)

Dean's Dashboards – All Grad Programs Q2: 10/23-12/23

FOSTER SCHOOL OF BUSINESS		Dean's Dashboard (Grad Programs)		Oct 1, 2023 - Dec 31, 2023		
Views	Active users	New users	Engaged sessions	Engagement rate	Sessions per user	Average session duration
191,226	36,934	29,504	43,093	87.98%	1.33	06:43
↑ 15.6%	↑ 14.2%	↑ 8.1%	↑ 18.0%	↓ -0.9%	↑ 4.3%	↑ 5.4%

Top pages

Page path	Sessions	% Δ	Active users	% Δ	New users	% Δ	Average session duration	% Δ
/academics/degree-programs/full-time-mba/	20,791	-7.9% ↓	15,108	-2.3% ↓	7,188	-11.8% ↓	01:40	-7.4% ↓
/academics/degree-programs/master-science-business-analytics/	17,018	-16.7% ↓	10,577	-13.6% ↓	5,700	-21.9% ↓	02:18	3.2% ↑
/academics/degree-programs/master-of-science-in-information-syste...	12,426	16.0% ↑	9,054	33.9% ↑	3,551	-10.3% ↓	02:40	6.7% ↑
/academics/degree-programs/hybrid-mba/	9,738	-0.1% ↓	7,597	0.1% ↑	3,632	-18.0% ↓	01:58	40.8% ↑
/academics/degree-programs/master-of-supply-chain-management/	6,485	-12.7% ↓	4,145	-18.7% ↓	2,061	-36.3% ↓	02:17	17.2% ↑
/academics/degree-programs/evening-mba/	5,377	3.0% ↑	4,267	15.9% ↑	1,120	19.4% ↑	01:23	-13.3% ↓
/academics/degree-programs/technology-management-mba/	4,644	-5.5% ↓	3,905	-2.1% ↓	1,389	-29.2% ↓	01:32	4.3% ↑
/academics/degree-programs/master-of-science-in-entrepreneurship/	4,491	-8.4% ↓	3,346	-2.5% ↓	1,618	-18.0% ↓	02:02	-20.7% ↓
/academics/degree-programs/master-of-professional-accounting/	4,280	20.9% ↑	3,020	22.5% ↑	1,327	17.2% ↑	02:28	1.5% ↑
/academics/degree-programs/executive-mba/	3,914	7.9% ↑	3,232	17.0% ↑	913	10.5% ↑	01:50	-13.3% ↓
/academics/degree-programs/global-executive-mba/	2,657	12.8% ↑	1,716	13.4% ↑	547	-7.3% ↓	02:15	-31.9% ↓
/academics/degree-programs/master-science-taxation/	1,544	3.1% ↑	1,154	6.4% ↑	469	-6.4% ↓	01:58	-3.0% ↓
Grand total	79,592	-5.5% ↓	52,457	-1.4% ↓	29,518	-15.7% ↓	02:24	3.1% ↑

- ▲ Across grad programs sessions up 19%, Active users up 11%, New users up 8%
- ▲ Programs with gains in active users - All but Evening MBA
- ▲ Gains in new users: MSBA, Hybrid MBA, MSCM, Evening MBA, TMMBA, MSEntre, MPAcc, EMBA, GEMBA
- ▲ Increase in engaged sessions, session duration shows response to website improvements

Source: GA4 Graduate Program Dashboard Qtly

Q2: 10/23-12/23

Key events (Salesforce Form Submissions, Apply Now + Profile Creation)

Event name	Event count
SF_form_submission	625

Event name	Event count
Apply Now	3,957

Event name	Event count
Graduate application profile link	2,725

Q1: 7/23-10/23

Event name	Event count
SF_form_submission	712

Event name	Event count
Apply Now	2,609

Event name	Event count
Graduate application profile link	1,483

- ▼ Form submissions decreased 12% from Q1

Many high-volume grad programs also have high % of stealth applicants, especially MSBA, FT MBA

- ▲ Apply Now link clicks increased nearly 52%
- ▲ Graduate applications increased nearly 84%

Dean's Dashboards – MBA Search Queries 10/23-12/23

Query	Impressions	% Δ	Url Clicks	% Δ	URL CTR	% Δ
foster mba	31,262	78.4% ↑	1,399	20.8% ↑	4.48%	-32.3% ↓
university of washington mba	25,442	28.2% ↑	1,207	20.6% ↑	4.74%	-5.9% ↓
uw mba	22,668	49.3% ↑	764	31.7% ↑	3.37%	-11.8% ↓
university of washington online mba	6,841	116.7% ↑	412	42.1% ↑	6.02%	-34.4% ↓
foster school of business	9,285	36.7% ↑	333	20.2% ↑	3.59%	-12.1% ↓
foster mba class profile	1,570	65.4% ↑	290	25.5% ↑	18.47%	-24.1% ↓
foster mba deadlines	2,069	-9.9% ↓	259	47.2% ↑	12.52%	63.3% ↑
uw foster mba	6,477	86.0% ↑	230	47.4% ↑	3.55%	-20.7% ↓
uw mba tuition	1,190	137.5% ↑	178	111.9% ↑	14.96%	-10.8% ↓
university of washington mba cost	687	89.3% ↑	170	95.4% ↑	24.75%	3.2% ↑
uw mba cost	1,050	108.7% ↑	142	69.0% ↑	13.52%	-19.0% ↓
mba uw	4,359	44.2% ↑	129	40.2% ↑	2.96%	-2.8% ↓
foster mba application	2,372	37.3% ↑	119	1.7% ↑	5.02%	-25.9% ↓
washington foster mba	2,082	11.8% ↑	119	-1.7% ↓	5.72%	-12.0% ↓
uw mba program	6,230	42.6% ↑	114	81.0% ↑	1.83%	26.9% ↑
washington mba	3,205	29.8% ↑	104	23.8% ↑	3.24%	-4.6% ↓
mba university of washington	2,198	49.5% ↑	102	39.7% ↑	4.64%	-6.6% ↓
university of washington mba program	2,040	47.3% ↑	101	31.2% ↑	4.95%	-10.9% ↓
uw online mba	2,676	90.6% ↑	95	-13.6% ↓	3.55%	-54.7% ↓
foster mba tuition	524	44.4% ↑	94	100.0% ↑	17.94%	38.5% ↑
uw executive mba	1,243	13.3% ↑	94	44.6% ↑	7.56%	27.6% ↑
foster online mba	1,000	68.9% ↑	92	22.7% ↑	9.2%	-27.4% ↓
foster gemba	750	224.7% ↑	89	32.8% ↑	11.87%	-59.1% ↓
university of washington executive mba	1,075	26.5% ↑	87	47.5% ↑	8.09%	16.6% ↑

Highlights:

- Branded search terms still highest performing (UW & Foster + program)
- MBA, Executive MBA, Online/Hybrid MBA still top for search mindshare, although Executive MBA recently increased impressions
- **High click-through rates above 9%**
MBA class profile, MBA cost, MBA tuition, MBA deadlines, GEMBA and Online MBA (6.4% average CTR for Education)
- **Click-through rates have dropped YOY** for most top organic search terms, reflecting an overall decrease in organic search volume for graduate business education

Wordstream Education benchmarks:

- Average Click-through Rate (CTR) 6.41%
- Average Conversion Rate (CVR) 7.07%
- Average Cost Per Click (CPC) \$4.10

Source: Google Universal Analytics, until program filtering corrected in GA4

Dean's Dashboards – Master's Search Queries 10/23-12/23

Query	Impressions	% Δ	Url Clicks	% Δ	URL CTR	% Δ
uw msba	8,531	14.4% ↑	852	-11.0% ↓	9.99%	-22.2% ↓
university of washington msba	4,002	8.3% ↑	525	-0.9% ↓	13.12%	-8.5% ↓
uw msis	6,304	47.1% ↑	452	-3.4% ↓	7.17%	-34.3% ↓
foster msba	2,261	7.5% ↑	320	25.0% ↑	14.15%	16.3% ↑
university of washington business analytics	2,472	12.5% ↑	261	4.4% ↑	10.56%	-7.2% ↓
uwash msba	1,660	16.6% ↑	201	4.7% ↑	12.11%	-10.2% ↓
msis uw	2,373	13.3% ↑	187	-15.4% ↓	7.88%	-25.3% ↓
msis	14,650	43.2% ↑	119	-22.7% ↓	0.81%	-46.0% ↓
uw mscm	1,191	116.2% ↑	109	91.2% ↑	9.15%	-11.5% ↓
washington foster msba	768	-42.7% ↓	99	-33.1% ↓	12.89%	16.7% ↑
university of washington ms in business analytics	793	-7.8% ↓	97	-2.0% ↓	12.23%	6.3% ↑
uw business analytics	1,342	17.5% ↑	96	-8.6% ↓	7.15%	-22.2% ↓
university of washington msis	1,467	40.2% ↑	93	-13.9% ↓	6.34%	-38.6% ↓
university of washington ms business analytics	733	49.6% ↑	93	50.0% ↑	12.69%	0.3% ↑
university of washington supply chain management	1,180	59.9% ↑	92	16.5% ↑	7.8%	-27.2% ↓
uw foster msba	1,295	36.3% ↑	91	5.8% ↑	7.03%	-22.4% ↓
uw mpacc	653	218.5% ↑	89	81.6% ↑	13.63%	-43.0% ↓
msba uw	1,012	-3.3% ↓	88	0.0%	8.7%	3.4% ↑
uw scm	797	118.4% ↑	81	102.5% ↑	10.16%	-7.3% ↓
foster school of business	3,415	50.7% ↑	80	66.7% ↑	2.34%	10.6% ↑
university of washington ms	2,669	323.7% ↑	77	0.0%	2.88%	-76.4% ↓
msba university of washington	599	42.3% ↑	63	70.3% ↑	10.52%	19.7% ↑
uw supply chain management	881	45.9% ↑	61	32.6% ↑	6.92%	-9.1% ↓
uw seattle msba	371	-28.1% ↓	57	7.5% ↑	15.36%	49.6% ↑

Highlights:

- Branded search terms still highest performing (UW & Foster + program)
- MSIS ranking for very competitive nonbranded search "msis" – 119 clicks
- MSBA, MSIS, MSCM, MPACC top programs for organic search mindshare
- **High click-through rates above 10%**
UW/Foster MSBA, business analytics, uwash msba, ms business analytics, uw mpacc, uw scm (6.4% average CTR for Education)
- **Click-through rates have dropped YOY** for most top organic search terms, reflecting an overall decrease in organic search volume for graduate business education

Wordstream Education benchmarks:

- Average Click-through Rate (CTR) 6.41%
- Average Conversion Rate (CVR) 7.07%
- Average Cost Per Click (CPC) \$4.10

Source: Google Universal Analytics, until program filtering corrected in GA4

Content strategy – top blog posts YOY Jan-Dec 2023

W

FOSTER

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Blog Dashboard

Jan 1, 2023 - Dec 31, 2023

Views

258,545

Active users

139,349

New users

137,292

Engagement rate

52.05%

Average Session Duration

37.52

Sessions per user

1.41

Page title	Views	Active users	New users	Engagement rate	Average Session Duration
The UW's Foster School of Business Blog	10,849	4,794	2,488	41.83%	19.62
David Bonderman of TPG Capital Shares Advice and Experiences with Foster MBA Finance Society - Foster Blog	8,331	1,048	1,002	50.53%	3.79
How to cultivate gratitude during difficult times—and why it can make us all feel better - Foster Blog	4,133	3,332	3,319	43.99%	28.77
5 Reasons to Pursue a Career in Supply Chain Management	4,044	3,294	3,271	56.17%	47.64
Unexpectedly in Korea - Foster Blog	4,005	3,565	3,493	55.55%	27.54
Spotlight on the Analytics Consulting Lab - Foster Blog	3,288	2,037	1,983	11.94%	3.10
U.S. News Ranks Foster Hybrid MBA Top 5 Online MBA - Foster Blog	2,612	1,654	1,608	10.79%	2.66
Company Man: Yusuf Mehdi has made a career of Microsoft's "amazing playground" of technologies - Foster Blog	2,509	2,243	2,220	66.27%	52.81
QS World University Rankings Puts Foster MSBA at #5 in the U.S., #15 in the World - Foster Blog	2,195	1,727	1,494	53.53%	19.53
Hybrid MBA Hosts Second Virtual Career Expo - Foster Blog	2,111	1,254	1,216	10.04%	2.23
U.S. News ranks Foster Full-time MBA in top 20 nationwide, #1 in job placement among top 25 schools - Foster Blog	2,104	1,785	1,581	51.33%	21.61
Making Sense of the Mismatch Between Supply and Demand	2,082	1,545	1,541	57.09%	40.99
Full-time MBA Program ranked in Top 20 among U.S. schools in 2023 Financial Times ranking - Foster Blog	1,914	1,657	1,354	50.75%	19.57
Historic Start to 2023 Dempsey Startup Competition - Foster Blog	1,851	1,128	853	38.87%	39.16
Fostering Futures in Aerospace: The Doug Peacock Scholarships and the TransDigm Commitment to Inclusion - Foster Blog	1,709	1,491	1,480	39.61%	12.66
Nordstrom strategy analyst sees immediate return on investment - Foster Blog	1,570	1,072	1,066	33.24%	15.65

- No full year tracking, set baselines for YOY comparison in 2024
- Engagement rate about average at 52%
- Average session duration metrics need to be fixed on Blog site

Highlights – top 15 posts:

- David Bonderman post continues to drive visits, but low session duration
- Cultivating gratitude Ryan Fehr research from 2020 still popular
- Rankings continually drive traffic and engagement, including Hybrid, MSBA, Full-time MBA posts
- Unexpectedly in Korea study abroad post attracted nearly 3.5K new visitors
- Yusuf Medhi alumni story drive more than 2.2K new visits and 66% engagement rate
- Evergreen supply chain career and supply and demand mismatch stories continue to attract readers

Source: [GA4 Looker dashboard](#)

Content strategy – top blog posts Q2: 10/23-12/23

W FOSTER SCHOOL OF BUSINESS		Blog Dashboard				Oct 1, 2023 - Dec 31, 2023
Views	58,540	Active users	31,428	New users	29,929	Engagement rate
↑ 19.1%		↑ 14.5%		↑ 13.0%		54.70%
						↑ 1.6%
						Average Session Duration
						42.49
						↑ 8.4%
						Sessions per user
						1.35
						↑ 0.3%

W FOSTER SCHOOL OF BUSINESS		Blog Dashboard				Jul 1, 2023 - Sep 30, 2023
Views	49,156	Active users	27,441	New users	26,488	Engagement rate
↓ -34.6%		↓ -31.7%		↓ -32.0%		53.82%
						↑ 11.0%
						Average Session Duration
						39.2
						↑ 13.3%
						Sessions per user
						1.34
						↓ -2.7%

Q1/Q2 comparison:

- ▲ Views up 19%
- ▲ Active users up 14.5%, New users up 13%
- ▲ Average session duration up 8.4%

Highlights – top 10 posts:

- **New top posts this quarter:**
Hybrid MBA #2 ranking, Entrepreneurship ranking, Undergraduate ranking, CPG internship stories, Spratlen family painting loan
- David Bonderman post continues to drive visits, but low session duration
- Cultivating gratitude Ryan Fehr research from 2020 still popular
- Rankings continually drive traffic and engagement
- MSBA FAQ and MSCM career opportunities evergreen posts still attracting new visitors, high engagement rates

Top pages

Page title	Views	Active users	New users	Engagement rate	Average Session Duration
The UW's Foster School of Business Blog	2,683	1,246	625	64.87%	19.79
David Bonderman of TPG Capital Shares Advice and Experiences with Foster MBA Finance Society - Foster Blog	2,146	276	242	51.45%	3.83
How to cultivate gratitude during difficult times—and why it can make us all feel better - Foster Blog	1,142	928	922	49.82%	29.93
Hybrid MBA Program Ranked #2 Best Online MBA by Poets & Quants - Foster Blog	880	709	629	47.66%	21.97
Frequently Asked Questions for the MSBA Application - Foster Blog	755	540	408	70.34%	53.62
UW Earns Historic National Entrepreneurship Ranking - Foster Blog	750	578	498	50.86%	22.96
5 Reasons to Pursue a Career in Supply Chain Management	642	531	529	59.11%	44.99
QS World University Rankings Puts Foster MSBA at #5 in the U.S., #15 in the World - Foster Blog	630	510	431	60.54%	20.79
Foster Retail/CPG Internship Stories - Foster Blog	594	476	388	40.54%	44.56
Foster jumps two spots to #17 in U.S. News ranking of best undergraduate business schools - Foster Blog	515	422	362	53.96%	26.44
Spratlen family loans "Black Odyssey" painting for display in Founders Hall - Foster Blog	493	347	273	57.04%	39.06

Source: [GA4 Looker dashboard](#)

Paid Search Ad Conversions Prospect & Opptys (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
Wordstream Education benchmarks:	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

Wordstream Education benchmarks:

- Average Click-through Rate (CTR) 6.41%
- Average Conversion Rate (CVR) 7.07%
- Average Cost Per Click (CPC) \$4.10

Paid Search Ad Conversions Prospect & Opptys (Oct-Dec 2023)

	Click-through Conversion Unique Cost per Unique										
Name	Impressions	Clicks	Rate	Conversions	Rate	Cost	CPC	Prospects	Prospect	Opportunities	CPO
FSOB MSIS - Nonbrand IP2353957	487594	49100	10.07%	9769	19.90%	\$10,003.83	\$0.20	1	\$10,003.83	1	\$10,003.83
FSOB MSIS - Brand IP2353957	52964	7982	15.07%	2158	27.04%	\$5,013.84	\$0.63	87	\$57.63	110	\$45.58
Full-time MBA Nonbrand	6629	2128	32.10%	667	31.34%	\$4,213.38	\$1.98	182	\$23.15	213	\$19.78
Full-time MBA Brand	5873	2487	42.35%	600	24.13%	\$2,508.48	\$1.01	207	\$12.12	231	\$10.86
GG 2021 MSBA Nonbrand IP1820283	22435	2170	9.67%	443	20.41%	\$17,749.73	\$8.18	76	\$233.55	116	\$153.01
Hybrid MBA Nonbrand	17439	2330	13.36%	404	17.34%	\$11,713.40	\$5.03	140	\$83.67	249	\$47.04
Hybrid MBA brand	923	274	29.69%	57	20.80%	\$1,245.50	\$4.55	19	\$65.55	37	\$33.66
Tech Mgmt MBA Nonbrand	7029	796	11.32%	228	28.64%	\$4,165.31	\$5.23	30	\$138.84	46	\$90.55
GG 2021 MSCM Brand IP1716038	1342	579	43.14%	182	31.43%	\$4,864.89	\$8.40	44	\$110.57	60	\$81.08
GG 2021 MSCM Nonbrand IP1716038	11006	835	7.59%	111	13.29%	\$10,055.70	\$12.04	31	\$324.38	47	\$213.95
Executive - Remarketing	92634	3291	3.55%	156	4.74%	\$1,108.20	\$0.34	0		0	\$0.00
Executive - Search	4071	843	20.71%	43	5.10%	\$3,345.16	\$3.97	0		0	\$0.00
Executive - Display	213558	790	0.37%	6	0.76%	\$1,115.09	\$1.41	0		0	\$0.00
Evening MBA Brand	1177	441	37.47%	108	24.49%	\$1,276.41	\$2.89	50	\$25.53	76	\$16.79
Evening MBA Nonbrand	5380	548	10.19%	67	12.23%	\$2,941.60	\$5.37	37	\$79.50	57	\$51.61
Tech Mgmt MBA Brand	2108	570	27.04%	94	16.49%	\$2,935.50	\$5.15	45	\$65.23	61	\$48.12
MPAcc Nonbrand	9077	776	8.55%	86	11.08%	\$3,220.62	\$4.15	19	\$169.51	21	\$153.36
MPAcc Brand	705	202	28.65%	29	14.36%	\$889.79	\$4.40	14	\$63.56	12	\$74.15
MS Entrepreneurship - Seattle Nonbrand	3733	348	9.32%	72	20.69%	\$2,574.58	\$7.40	9	\$286.06	10	\$257.46
MS Entrepreneurship - Other Cities Nonb	18582	605	3.26%	58	9.59%	\$4,296.27	\$7.10	11	\$390.57	12	\$358.02
MS Entrepreneurship - Seattle Brand	1164	304	26.12%	44	14.47%	\$1,434.34	\$4.72	17	\$84.37	21	\$68.30
Totals/Averages	965,423	77,399	18.55%	15,382	17.54%	\$96,671.62	\$4.48	1,019	\$678.76	1,380	\$558.44
Oct-Dec 2023											

Wordstream Education benchmarks:

- Average Click-through Rate (CTR) 6.41%
- Average Conversion Rate (CVR) 7.07%
- Average Cost Per Click (CPC) \$4.10

ROI from Paid Search

- Tracking activated in May 2023 – now Salesforce can link new leads and opportunities from the referring paid search campaign
- Building baseline data – cost per click & cost per opportunity to improve ROI
- More unique opportunities than prospects due to interest in multiple programs

Foster grad programs campaign results 10/23-12/23



THE FOSTER DIFFERENCE

This is not your ordinary business degree. The Foster School of Business offers hands-on programs for future leaders who want to accelerate their impact, build meaningful connections, and grow in the innovation epicenter of the Pacific Northwest.

#20

Best Business School

#7

In the world for Faculty Research

57K+

strong Alumni Network

W FOSTER Graduate Programs Campaign landing page summary Oct 1, 2023 - Dec 31, 2023									
Sessions	Active users	New users	Engaged sessions	Engagement rate	Average session duration	Sessions per user			
2,194	1,975	1,468	1,053	47.99%	01:15	1.1	↑ 198.9%	↑ 206.2%	↑ 509.1%
				↑ 18.2%	↑ 15.3%	↓ -2.4%			
Session source / medium	Sessions	% Δ	New users	% Δ	Engaged sessions	% Δ	Engagement rate	% Δ	Average session duration
sl02mdn.net / referral	1,012	-	912	-	213	-	21.05%	-	01:04
google / organic	544	0.6% ↑	203	-4.7% ↓	512	89.6% ↑	94.12%	98.6% ↑	01:28
(direct) / (none)	221	513.9% ↑	170	1,600.0% ↑	85	844.4% ↑	38.46%	53.8% ↑	01:14
ask.amazon-adsystem.com / referral	129	-	129	-	0	-	0%	-	02
washington.edu / referral	79	0.0%	1	-90.9% ↓	77	492.3% ↑	97.47%	492.3% ↑	41
google / cpc	52	67.7% ↑	0	-	52	-	100%	-	01:48

Source: GA4; promotion campaign began Oct 2023, no yearly results

- ▲ Foster's Financial Times Research rank increased from #12 to #7 in the world

Advertising channels top producers of new visitors

- ▲ Sessions up nearly 200% over previous year
- ▲ Active users up 206%
- ▲ New users up 509%!
- ▲ Engaged sessions up 253%

Wordstream Education benchmarks:

- Average Click-through Rate (CTR) 6.41%
- Average Conversion Rate (CVR) 7.07%
- Average Cost Per Click (CPC) \$4.10