

BARTON *Cougars*



MOTIMATIC MARKETING REPORT

LIVE DATES: DECEMBER 2022 - JANUARY 2023

PREPARED BY MAGGIE HARRIS, FEBRUARY 2023

BARTON
COMMUNITY COLLEGE

TARGET AUDIENCE

- **STOP-OUT STUDENTS THAT ENROLLED IN AN ONLINE COURSE BETWEEN SUMMER 2020 AND SUMMER 2022**
- **3,487 STUDENTS IN AUDIENCE**

CAMPAIGN DETAILS

- **LIVE FOR 44 DAYS, 12/9/22 - 01/22/23**
- **62 BEHAVIORAL GUIDEPOSTS OR SOCIAL MEDIA ADS WERE CREATED BY THE MOTIMATIC TEAM**
- **ADS RAN ON: FACEBOOK, INSTAGRAM, SNAPCHAT, PINTEREST, YOUTUBE**

Barton Online Stop-Outs

Last Enrolled Term: SU20-SU22

3,487

students in audience

62

different GuidePosts
created

24,250

student
engagements

995

clicks

44

days live
(12/9 - 1/22)

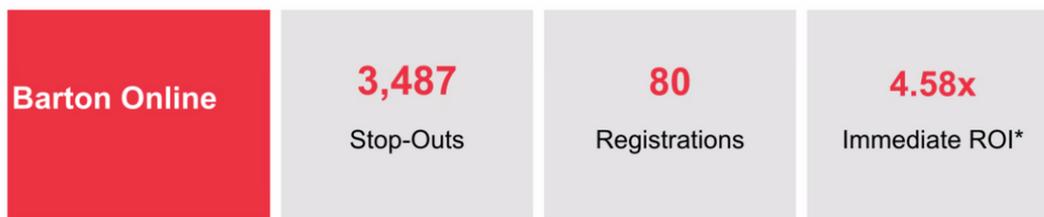
Motimatic

Barton Online Results, Spring 2023

RESULTS

- **GENERATED 91 REGISTRATIONS**
- **GENERATED 513 CREDITS AT \$155 PER CREDIT HOUR**
- **AVERAGE NUMBER OF CREDITS PER STUDENT = 5.6**
- **2.6% OF STOP-OUT STUDENTS ENROLLED**
- **ROI = 2.97%**
- **ESTIMATED PROFIT - INVESTMENT = \$59,000**

Launch Results



Motimatic Barton Online Results, Spring 2023

*Based on 9 credit hours at \$155 per credit

- **GRAPHICS DATA AS OF 2/15/23**
- **BASED ON 9 CREDIT HOURS PER CONVERSION/STUDENT**

NEXT STEPS

- **EXPLORE OTHER TARGET GROUPS WITH MOTIMATIC**
- **PLAN TO LAUNCH SECOND CAMPAIGN IN SUMMER 2023 FOR FALL ENROLLMENT**
- **WILL PLAN TO RUN MINIMUM OF 10 WEEKS FOR BEST RESULTS**