SAE CREATIVE MEDIA INSTITUTE - AUSTRALIA

HOW WINDSOR.AI AND eCLICKS HELPED REDUCE COST PER ENROLMENT BY 22%

BACKGROUND

**SAE Institute is the world's leading educator in creative media industries. Established in 1976, SAE consists of a global network of campuses in 23 countries around the world.
In Australia, SAE provides courses to more than 2,700 students across 6 campuses in Brisbane, Byron Bay, Sydney, Melbourne, Adelaide, and Perth.**

SAE offers government accredited courses including certificates, diplomas, bachelor degrees, and postgraduate programs.

SAE Institute Australia
at a glance

- Founded in 1976

- 6 campuses across Australia in Melbourne, Sydney, Brisbane, Perth, Adelaide and Byron Bay.
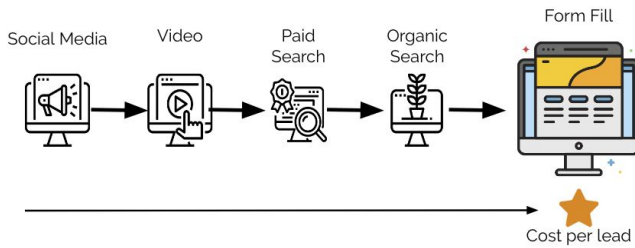
- More than 2,700 Students

CHALLENGE

For SAE Australia, it was a challenge to understand customer journeys from first interaction with their brand until the actual enrolment of a student. Marketing investment decisions were made mostly on quantitative outcomes, focused on the number of leads. In an ideal world, however, you should consider both: quantitative and qualitative outcomes, such as the number of leads, opportunities, and student enrolments.
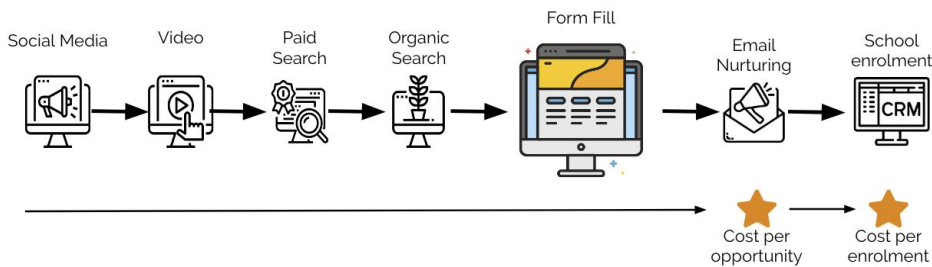
The decision-making process of selecting the right school is a complex one. That means that the customer journey can be long with multiple touch points, and therefore hard to track.

SOLUTION

At first, customer journeys were analysed and optimised based on form submissions

By combining data from the email marketing platform, the CRM system and the existing customer journeys, it became possible to take action on business outcomes rather than just form fills.

With a better understanding of the customer journey, SAE has been able to optimise their lead generation strategy to drive more high-quality leads that convert into enrolments. Instead of sitting on a high volume of potential leads, which might never convert.

Lee Aitken, SAE General Manager Australasia says: "We now have a clearer picture of the customer journey from first interaction all the way to enrolment. This has helped us reallocate budgets to our best performing channels and decrease cost per opportunity and cost per enrolment."

When potential students come to SAE's website or landing pages, the Institute's marketing team is able to see what channel they came from (organic, paid, social, etc) and what pages they viewed.

Results

- Measured cost per enrolment and opportunity accurately for the first time

- The cost per enrolment was reduced by 22%

- Minimised unprofitable campaigns and increased profitable campaigns across channels

Bottom line: SAE can now see the value that each marketing touchpoint is having on their overall business revenue and growth. As a result, they have grown lead volume by over 25% year on year while reducing cost per enrolment by 22%.