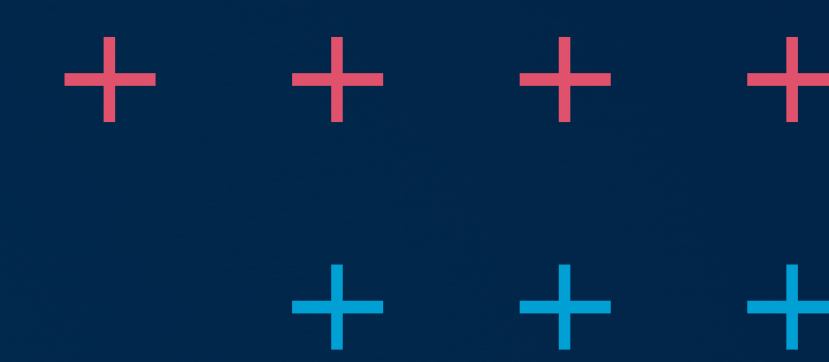


CASE STUDY

How a university cracked the code on Meta Ads



Optimizing for Meta Ads success

Background:

Stevenson University is a leading in-person and online university in the Baltimore-DC area. They offer bachelor, graduate & PhD programs for students pursuing a variety of disciplines.

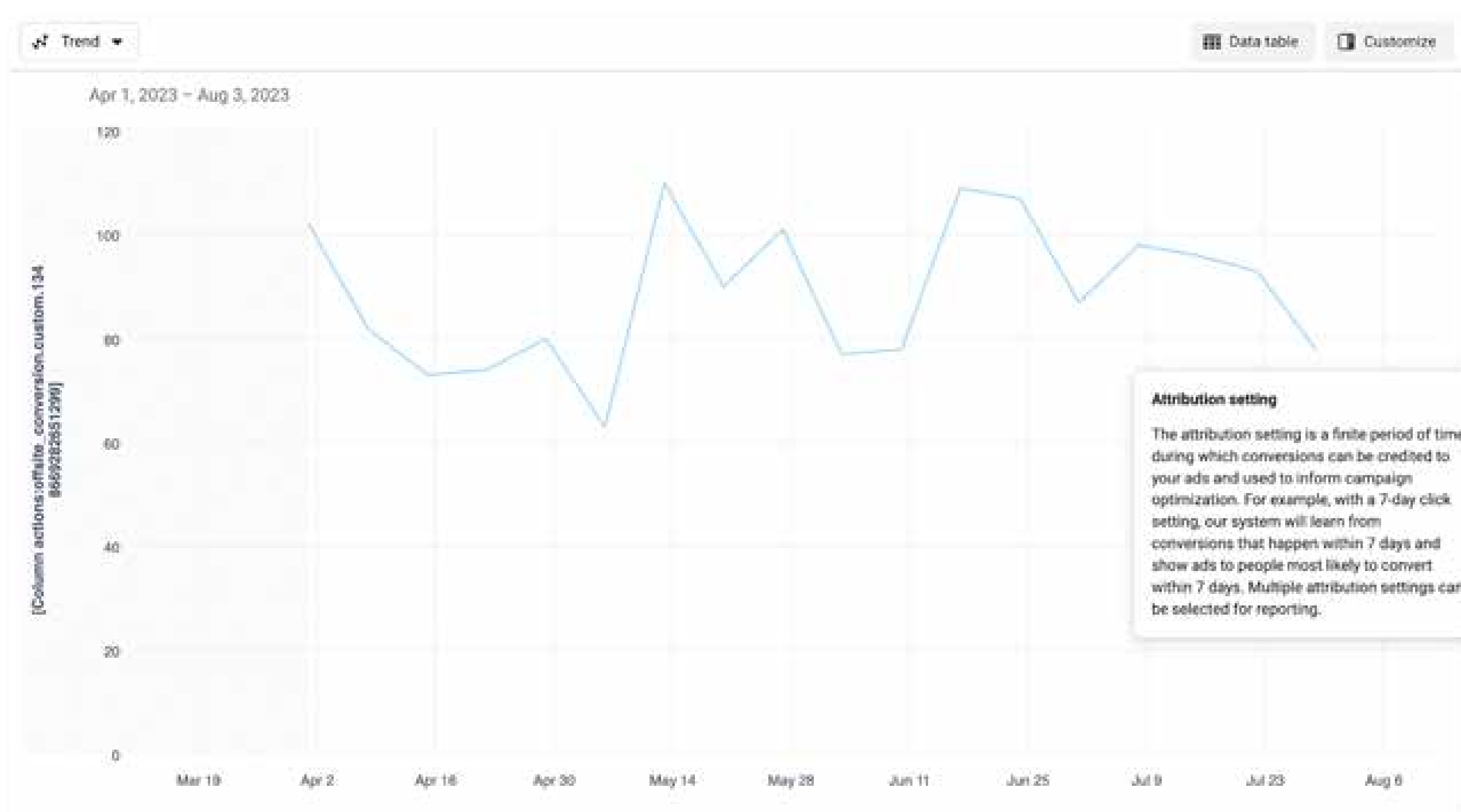
The challenge:

Stevenson initially hired WebMechanix in 2019 for paid search & SEO, experiencing great results. In 2023, they came to us with a new challenge: Meta Ads.

Stevenson had been spending almost \$30K / mo. with another vendor on Meta Ads, without any real results to show for it. Specifically, they weren't seeing any requests for information (RFIs) coming through for their programs.

Stevenson asked WebMechanix to take a look over the account and see if there was a way to make Meta Ads work for their objectives.

Stevenson's Meta account went from zero RFIs to off the charts — overnight!



The proof is in the numbers:

1,000%

Increase requests for information

84%

Decrease cost-per-lead

260%

Increase Meta ads spend

The solution:

After auditing the Meta account, our team noticed 2 main areas of opportunity:

The account was running traffic campaigns with a conversion objective of “link clicks.” While there was a conversion event they were optimizing for... it was firing not just for RFI submissions but for page loads as well.

Facebook’s objective is delivering your conversion objective at the lowest cost. So if it’s getting a signal that a conversion is firing when they load a page, it’ll give that to you for the lowest cost possible.

The result? Junk traffic: users who visited the page with little-to-no intent to submit the form.

After sharing the findings with Stevenson, they handed WebMechanix the keys to the account.

Once inside, our dev team started by fixing the conversion event to only fire on valid form submissions. Next, our media buying team relaunched all the campaigns with this updated conversion event. We then continued to optimize the campaign by testing new ad creatives.



The result:

It didn't take long for Meta's algorithm to pick up on this new signal and start optimizing for it. The results were immediate and shocking...

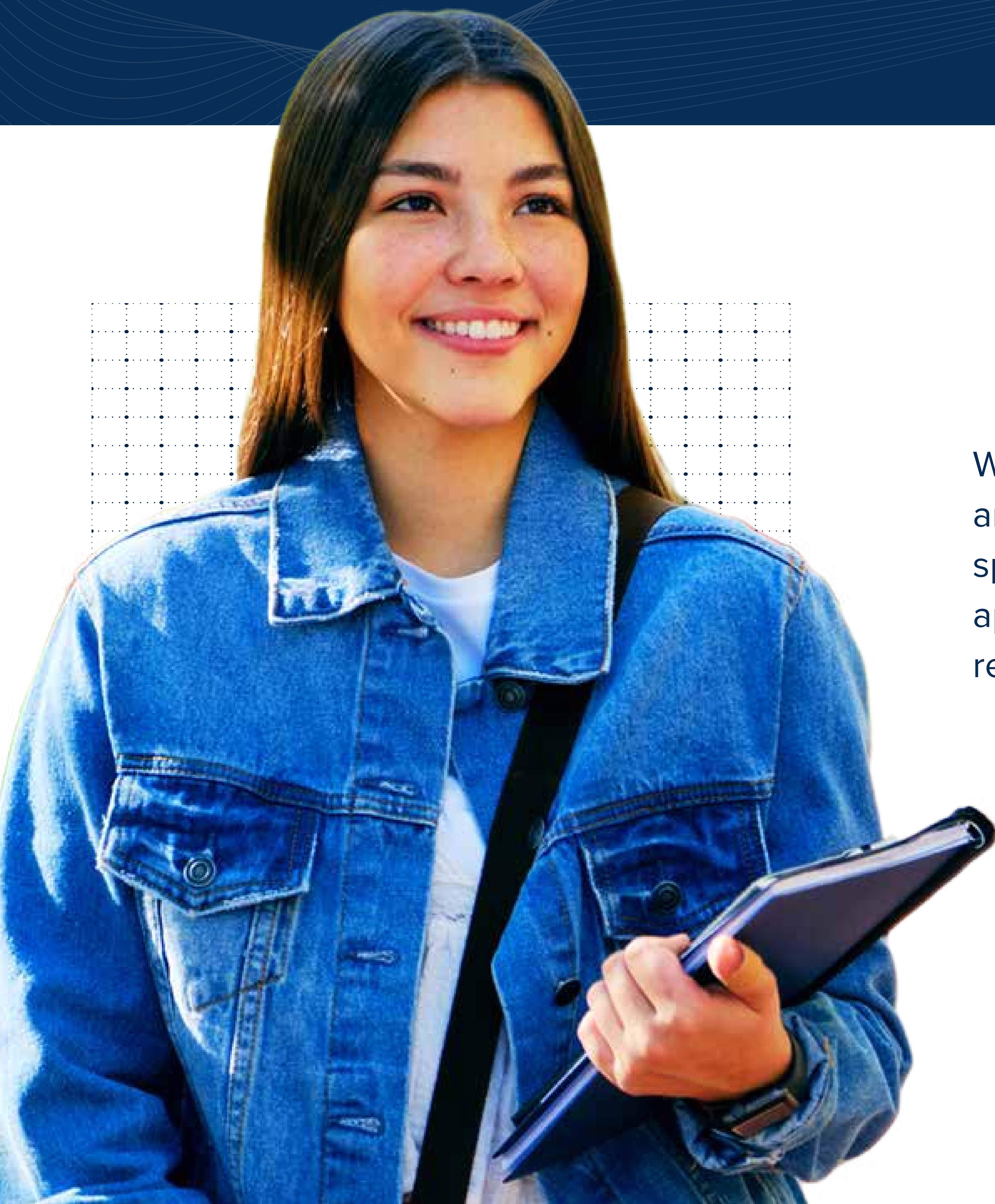
Over the course of 24 hours, Stevenson started receiving the highest volume of new submissions from Meta Ads they have ever seen.

After these optimization efforts, Stevenson's Meta Ads saw:

RFIs – increase 1,000%+

Cost-per-RFI - drop from \$1,000+ to ~\$160

Thanks to these impressive initial outcomes, we were also able to increase Stevenson's monthly ad spend by ~260% to capture even more RFI volume for their programs.



We're continuing our work with the amazing Stevenson team to scale ad spend, testing new ad creatives and approaches to maximize the university's return on Meta Ads.

The bottom line:

If your Meta Ads aren't getting the results you want, you could just be a few simple tweaks away from success.

For Stevenson University, it was about making sure their campaigns were optimizing for the right goals (and ONLY the right goals.)

And when you have offerings that are compelling and deliver on their promises — like Stevenson University does — it makes our job as marketers (delivering results and revenue) much easier.

We're excited to continue to partner with Stevenson to help their programs continue to grow and thrive in the years ahead.

“

After spending heavily on Facebook Ads with limited results, we weren't sure they were right for us. WebMechanix turned it around beyond our wildest expectations. Now, we're back on track to hitting our admissions goals.

John A. Buettner

VP, Digital Marketing and Communications @ Stevenson University

What about you?

Want to “crack the code” on your Meta Ads?

We can help! Grab a time here.

We'll walk through some options.

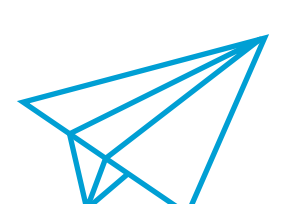
And even if we're not a fit, we'll try to point you in the right direction.



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