EVERYTHING YOU NEED TO CONVERT MORE STUDENTS ONLINE

Tracking Marketing ROI
Using the Modern Campus Destiny
One eCommerce System
for McGill University School of Continuing Studies

School of Continuing Studies

École d'éducation permanente

About McGill University School of Continuing Studies

Established in 1968

Located in Montreal, QC

School of McGill University, one of Canada's top institutions

Offers both in-class and online certificate and diploma programs for lifelong learners

Students are a diverse community of global professionals from all walks of life

Programs offered in both English & French

CHALLENGE

Like many education providers, McGill University School of Continuing Studies offers students the option to register and pay for its programs directly on its website, specifically using its Modern Campus Destiny One eCommerce platform.

Despite investing heavily in digital marketing campaigns to support student recruitment, McGill University School of Continuing Studies found properly evaluating the success of its efforts was a challenge. Due to the complexity of tracking user journeys across ad channels, its website, and Modern Campus Destiny One, the school's team found that it had:

» No firm conversion data on leads, applications, registrations
» No method to effectively run and act on split tests
» Inability to diagnose and optimize funnel stages
» Inability to track ROI on ad spend to guide decision-making

This made it harder for the school's team to evaluate and optimize their campaigns, and to justify ad spend to their stakeholders.

OBJECTIVE

Having worked in partnership in the past, McGill SCS approached Higher Education Marketing (HEM) to:

» Run new ad campaigns for its programs;

» Help implement an eCommerce tracking model that would better enable them to measure the applicants, registrations, and revenue their campaigns were driving through Modern Campus Destiny One.

SOLUTIONS

A Multichannel Solution for a Multichannel Approach

To tackle a complex problem like McGill SCS were facing, HEM examined their lead generation and conversion framework from top to bottom. From there, we developed a four-stage plan to implement more measurable campaigns:

1 Enabling eCommerce analytics and implementing improved reporting to track desired performance metrics.

2 Creating online ad campaigns for McGill SCS programs.

3 Developing unique landing pages to optimize conversions from ads.

4 Developing program-specific email campaigns to drive prospective students through the funnel.

1. Implementing Improved Tracking

The first step in the project was to implement a measurement plan that would track results from multiple channels and give a clear picture of the revenue and registrations each was driving.

To accomplish this, we needed to overcome the challenge of tracking registrations on McGill SCS's Destiny One eCommerce platform. This involved first enabling eCommerce tracking in Google Analytics (GA) and creating and configuring a Google Tag Manager (GTM) tag for GA transactions.

E-commerce setup

Configuring GTM Tag for GA Transactions

Next, we enabled a Document Object Model (DOM) ready page view trigger on the receipt page that appeared to users after paying for a McGill SCS course. This involved deploying custom JavaScript within the Modern Campus Destiny One platform.

2. Creating Online Ad Campaigns

HEM adopted a multichannel paid advertising strategy for McGill University SCS, developing campaigns for Google, Facebook, Instagram, and LinkedIn. The campaigns were program-specific to allow the school to target its audience with more precision.

Facebook

LinkedIn

3. Creating Custom Landing Pages

Prior to working with HEM, McGill SCS's ad campaigns directed potential leads to the school's program pages. By creating unique landing pages for the campaigns, we could present prospects with a form to make an inquiry directly on the page to better facilitate lead capture and conversion.

4. Developing Email Drip Campaigns

With the new landing pages increasing the chances of inquiries from prospective students, HEM and McGill SCS created email nurturing campaigns to help drive these new leads towards registration.

The campaigns were configured in McGill SCS's Mailchimp marketing platform. The emails were timed to send at regular intervals, with the focus of each new message touching on a particular motivation or pain point of the target audience.

4 Workflow Emails

	Opens	Clicks	Sends	
1. Data Science Info Email Immediately after a tag is added to the contact. Tag: **Landing Page** View subscribers in queue	63.0%	40.4%	1,326	View Report
2. Info Session Invite 1 hour after subscribers are sent previous email View subscribers in queue	54.1%	6.5%	1,281	View Report
3. Scale AI Article 1 day after subscribers are sent previous email View subscribers in queue	37.9%	10.3%	1,265	View Report
4. PDC Info Session 2 days after subscribers are sent previous email View subscribers in queue	48.0%	5.5%	1,247	View Report

RESULTS

The result of the improved tracking implementation was that registrations were pushed to GA at the point of sale which accomplished several things.
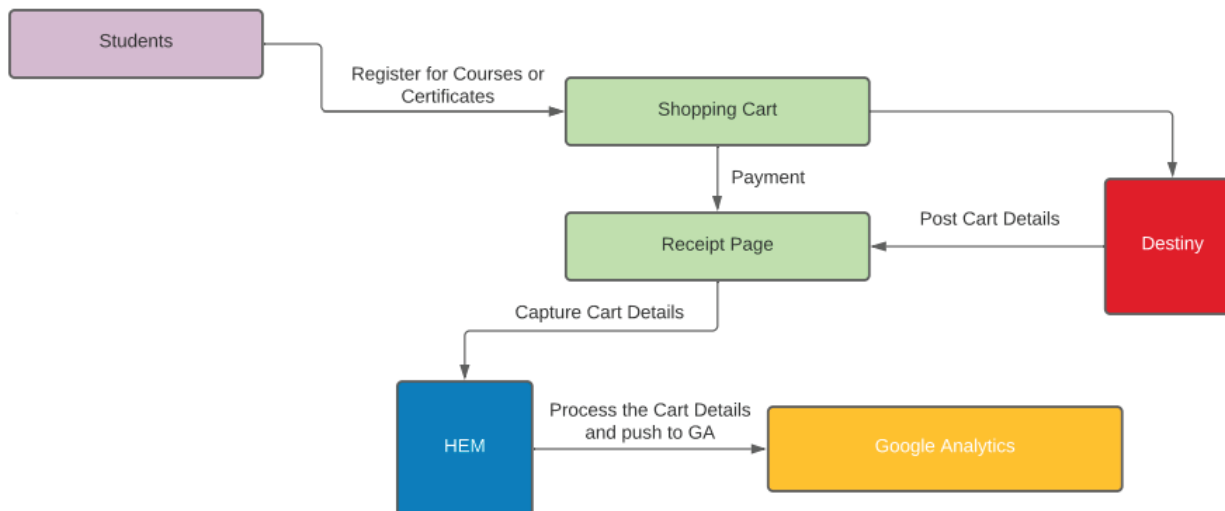
This enabled us to put proper goals and attribution in place, which allowed McGill SCS full visibility of not only which channels and campaigns were driving registrations through Destiny One, but also the revenue associated with these conversions, ultimately delivering greater visibility on their marketing ROI.

| Source / Medium	Acquisition			Behavior			Conversions eCommerce	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions
	5,252,675 % of Total: 100.00% (5,252,675)	4,995,126 % of Total: 100.00% (4,995,126)	9,693,985 % of Total: 100.00% (9,693,985)	52.01% Avg for View: 52.01% (0.00%)	3.17 Avg for View: 3.17 (0.00%)	00:03:03 Avg for View: 00:03:03 (0.00%)	0.02% Avg for View: 0.02% (0.00%)	2,271 % of Total: 100.00% (2,271)
1. google / organic	3,378,085 (60.38%)	3,055,588 (61.17%)	6,352,920 (65.53%)	48.30%	3.49	00:03:27	0.02%	1,197 (52.71%)
2. (direct) / (none)	1,044,307 (18.67%)	1,012,173 (20.26%)	1,408,684 (14.53%)	59.15%	2.53	00:02:04	0.04%	565 (24.88%)
3. google / cpc	203,131 (3.63%)	187,814 (3.76%)	268,160 (2.77%)	77.72%	1.65	00:00:50	0.02%	54 (2.38%)
4. google / display	120,504 (2.15%)	114,645 (2.30%)	165,772 (1.71%)	81.52%	1.30	00:00:30	0.00%	0 (0.00%)
5. m.facebook.com / referral	106,413 (1.90%)	97,270 (1.95%)	118,884 (1.23%)	74.51%	1.29	00:00:53	<0.01%	4 (0.18%)
6. bing / organic	70,070 (1.25%)	59,013 (1.18%)	159,970 (1.65%)	40.22%	3.97	00:03:44	0.04%	66 (2.91%)
7. google / rm	59,718 (1.07%)	53,317 (1.07%)	70,401 (0.73%)	81.04%	1.28	00:00:27	0.00%	0 (0.00%)
8. login.microsoftonline.com / referral	30,395 (0.54%)	209 (0.00%)	146,954 (1.52%)	31.33%	3.26	00:04:20	<0.01%	4 (0.18%)
9. t.co / referral	28,206 (0.50%)	23,162 (0.46%)	40,276 (0.42%)	66.33%	1.75	00:01:31	<0.01%	1 (0.04%)
10. l.facebook.com / referral	25,643 (0.46%)	15,217 (0.30%)	43,637 (0.45%)	57.17%	2.31	00:02:22	0.04%	17 (0.75%)

Not only that, but McGill SCS could also track and analyze multichannel conversion paths to better understand the complex user journeys students were taking on their way to registration.
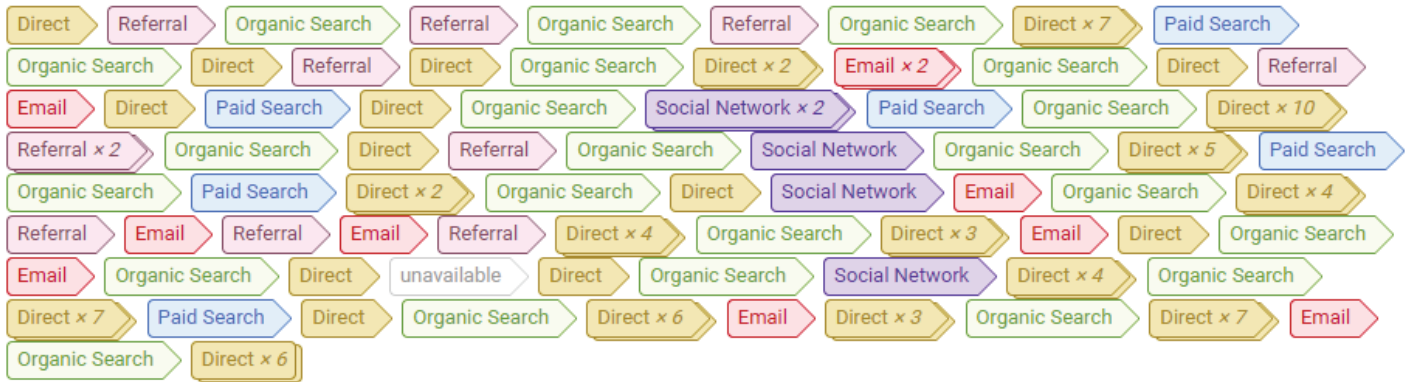
The end result was a more streamlined, transparent, and effective measurement process across the entirety of the school's enrollment funnel.

IMPLEMENTED SERVICES

Paid
Advertising

Landing
Pages

Analytics

IN THEIR OWN WORDS

"When we first started using Destiny One (now Modern Campus), we weren't getting the data we needed to understand how our campaigns were performing. We needed a way to see applications, registrations, and return on ad spend (ROAS) by campaign to know what working and what to optimize. Well, now we have it! HEM was able to configure and connect various platforms so we have the insight we need from each campaign to be able to make data-driven decisions!"

David Kynan
Acting Director of Marketing & Communications
McGill University School of Continuing Studies