

## CASE STUDY



### WHO THEY ARE

York Technical Career Institute (YTI), established in 1967, is a distinguished career college with campuses strategically located in Altoona, Lancaster, and York, Pennsylvania. With a rich legacy of service, YTI offers a diverse range of programs tailored to meet the evolving demands of today's competitive job market.

### WHAT WE ACHIEVED

In the initial 90 days of our partnership as their new Agency of Record (AOR), YTI witnessed substantial enhancements in their digital marketing performance. Notably, within Google Ads campaigns, there was a significant **15%** decrease in Cost Per Lead (CPL) alongside a commendable **20%** increase in Qualified Leads. Our management of non-brand searches also yielded promising results, with a CPL reduction of **16%** and a simultaneous surge in Non-Branded Qualified Leads by **29%**.

Furthermore, our optimization efforts in Brand-Search delivered impressive outcomes, achieving a notable **44%** decrease in CPL while maintaining consistent monthly lead volumes.

These results underscore our proficiency in fine-tuning digital advertising strategies to yield tangible outcomes, thereby elevating YTI's online presence and augmenting its lead generation capabilities. Through meticulous keyword selection, ad copy refinement, and bid management, we ensured that YTI's ads reached the right audience at the right time, maximizing their return on investment and driving meaningful engagement. Our data-driven approach, coupled with continuous monitoring and optimization, allowed us to adapt swiftly to market trends and consumer behavior, ensuring that YTI remained competitive in the ever-evolving landscape of digital marketing.

### HIGHLIGHTS

#### FIRST 90 DAYS

- **15%** CPL Reduction
- **20%** Increase in Qualified Leads

#### NON-BRANDED SEARCH

- **16%** CPL Decrease
- **29%** Increase in Qualified Leads



#### GOOGLE PARTNER

*Let's see if you're overspending by 20%-30%; as 95% of our audits show that clients are!*

*Contact us for a free Google Ads audit via live screen share.*