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Optimization Increases Qualified Leads for Higher Education

UNIVERSAL TECHNICAL INSTITUTE - WEBSITE OPTIMIZATION

BALANCING LEAD QUANTITY WITH LEAD QUALITY

Over the past 50 years, Universal Technical Institute (UTI) has educated over 200,000 automotive technician professionals. Working directly with automotive manufacturers, UTI prepares its students for real-life work experience, resulting in a nearly 88% employment rate within the first year of program completion.



Student Lead Gen



Experience Design



A/B Testing

DESIGNING A FORM THAT CONVERTS

UTI quickly grew to over 14 campuses across the United States. With this expansive reach and increased need to keep its classrooms full, UTI invested significantly in digital marketing and paid search. This generated leads but UTI struggled to find a balance between lead quantity and lead quality making recruiter follow-up really inefficient, and ultimately slowing enrollment rates. UTI engaged roboBoogie to optimize the recruitment experience to improve lead quality while maintaining lead quantity.

FROM INTEREST TO EDUCATION

By combining analytics and strategic design skills, roboBoogie implemented a test and optimize program for UTI. After carefully analyzing the ad click to form experience, roboBoogie identified potential points of failure in the user journey and addressed them by creating more effective designs. Design variations were then tested and opportunities for improvement were documented and validated. This ultimately led to a much higher performing form that balanced ease-of-use with an ability to gather critical qualifying information, all while delivering high-quality prospects to recruiters, ultimately increasing leads by 30% year over year.



RESULTS

▲ 30%

Increase in qualified recruitment leads year over year

“Working with roboBoogie, we were able to better understand our audience and streamline the recruitment process to get more butts in seats.”

Todd Meyers, Director, Marketing Processes & Technology

GET IN TOUCH



Contact us to discover exactly how our Optimization Task Force achieved these numbers.
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