



**COLLEGE
RECON**

The premier branding platform for schools
looking to reach the veteran and military
communities

**PARTNER SCHOOL
CASE STUDY**

Online University with National Recruiting Effort

University problem...

- Brand - School was seeking to further cement their brand within the military and veteran communities to build increased awareness of their programs and support of military-connected students.
- Differentiation - differentiate themselves from other online schools as a preferred option for veterans.

CollegeRecon's proposed solution...

- Include high visibility sponsorship aligning them with CollegeRecon and prominent veteran service organization's brands.
- Creation of university profile with national presence as an online school in matching algorithms to increase visibility and awareness of school to users across the country.
- Integration within our search and discovery tools highlighting their involvement with popular military and veteran education programs such as the Yellow Ribbon, credit for military experience, etc.
- Prominent and frequent featuring of school throughout content and search results driving engagement with school.

The outcome...

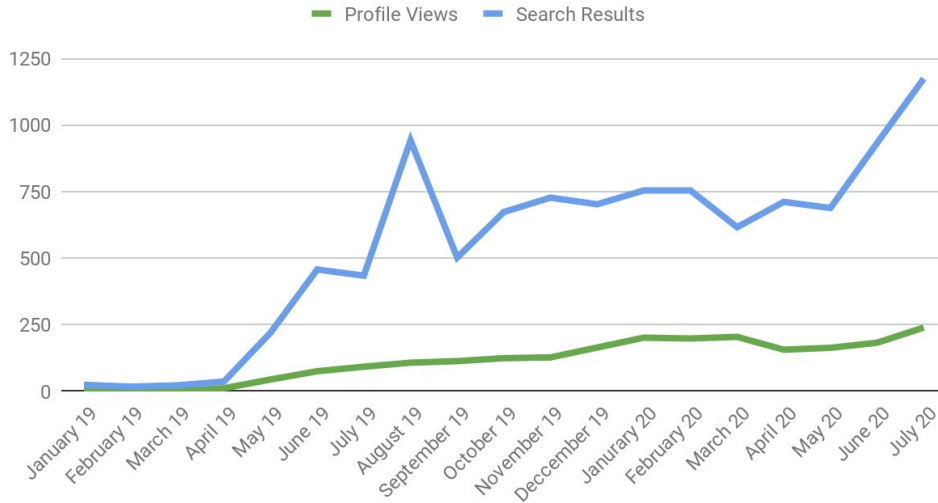
- Through their first 14 months of running campaigns on CollegeRecon:
 - 2,204 veterans and military viewed the university's profile
 - Members have spent approx. 80 hours researching the university and its veteran and military support programs.
 - Approximate time on page has been 2:03 minutes per session
 - 473 requests for information have been sent directly from prospective veteran and military students to the university.

Product details...

- Partner Profile (National Outreach)
- Premier National Listing

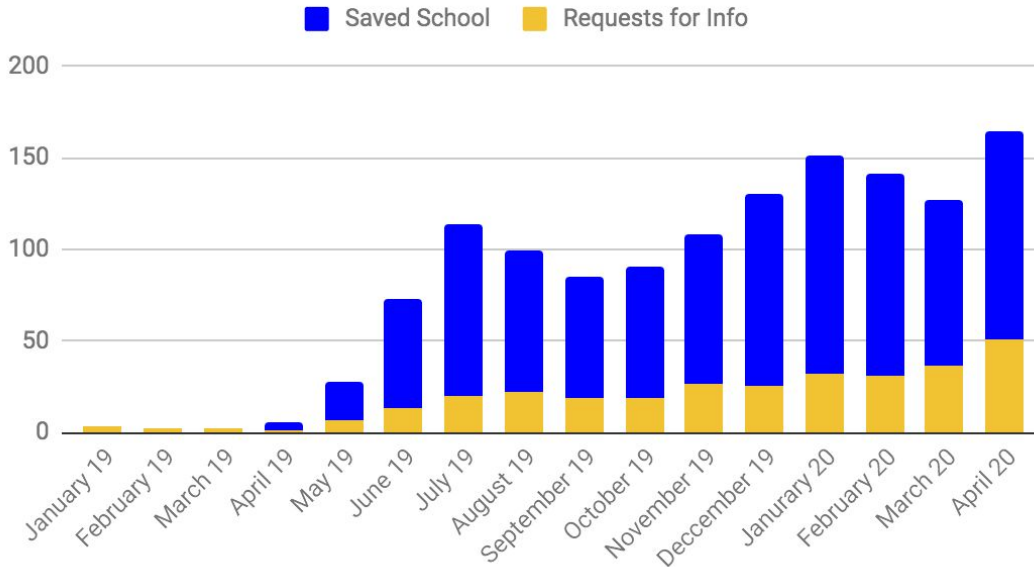
University Search and Viewership Growth

University Search & Traffic Results



University Engagement Growth

University Engagement



* Campaign began in May 2019