

Case Study: Enrollment



Murrieta Valley Unified School District

Campaign Analysis: 2024



TargetReach
(Google Display,
Meta Ads)



TargetPPC
(Google Search)



TargetDirect
(Direct Mail)



TargetDesign

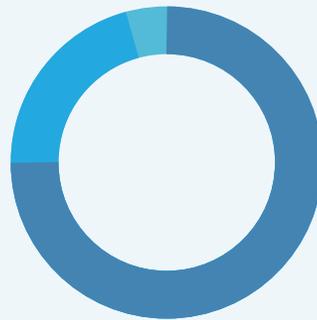


TargetContact



IMPRESSIONS

We were able to deliver a grand total of **1,922,080** impressions.

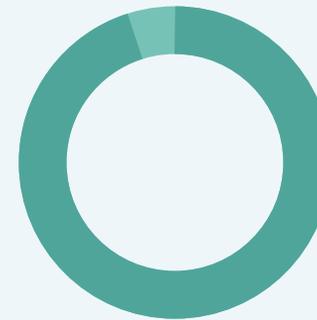


- TargetReach
- TargetContact
- TargetPPC



CLICKS

These resulted in **4,621** clicks from people interested in learning more.



- TargetReach
- TargetContact



ACTIONS TAKEN ON WEBSITE

We had **587** people who took action by triggering an event on the landing page



TOTAL NEW STUDENTS

Increase of **99** new students to the district

