

# UGA Online Boosts Graduate Program Enrollment with Data-Driven Digital Marketing

The University of Georgia Online offers 59 graduate programs and certificates, serving students across diverse fields -- from Comparative Biomedical Sciences to Music and Art Education. With an expanding online portfolio, UGA Online needed a more innovative, efficient approach to lead generation and program-specific targeting. Orange 142 Campaign Delivers:

**816**

Applications

**431**

Enrollments

**\$29**

per Lead

**4,969%**

ROAS



## The Challenge: Driving Enrollment for Highly Specialized Programs



### Highly Niche Programs

UGA Online offers a variety of graduate and certificate programs. Each program required unique messaging, creativity, and audience targeting.



### Lead Quality & Conversion

UGA Online needed to attract high-intent prospects who were more likely to convert into enrollments rather than just driving site traffic.



### State-Funded Compliance & Workflow Challenges

As a state-funded institution, UGA Online faced state regulation hurdles and complex internal processes, making digital marketing execution and tracking more challenging.

To learn more please visit [orange142.com](https://orange142.com)

 **Direct Digital**  
Holdings

 Colossus SSP<sup>®</sup>  Orange 142<sup>®</sup>

## The Solution: Hyper-Targeted, Multi-Channel Campaigns



### Multi-Channel Campaign Design

Orange 142 developed a strategic, data-driven campaign across paid search, social media (LinkedIn, Facebook, Instagram), and other digital channels to maximize reach and engagement.



### Persona-Driven Targeting

Leveraging deep audience insights and real-time intent signals, Orange 142 went beyond basic demographics to identify and engage high-intent prospects most likely to convert into applicant.



### A/B Creative Optimization

Orange 142 continuously optimized messaging, visuals, and formats to maximize engagement and conversion rates.



### Real-Time Performance Optimization

Campaign performance was monitored continuously, with spend and strategy adjusted in real time based on results. Business and tech-related programs performed best on LinkedIn, while MFA programs excelled on Facebook. Ongoing creative audits and performance reviews ensured continuous improvement.



### Customized Process Alignment

Orange 142 developed tailored systems that streamlined digital marketing execution, ensuring compliance with UGA's regulatory and internal processes while improving operational efficiency.



### Attribution Breakthrough

Integrated tracking tied 400+ confirmed enrollments to Orange 142's campaigns.

## Results: Record-Breaking Enrollment Growth

**69,361**

Clicks  
Generated

**8,706**

Leads  
Generated

**816**

Applications

**431**

Orange 142 Attributable  
Enrollments

**4,969%**

ROAS

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## About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holdings, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.