

AstrumU ReadySet Customer Case Study

PEPPERDINE | GRAZIADIO
BUSINESS SCHOOL



Challenge

With an increasingly competitive landscape for graduate programs and a rapidly changing labor market, students are becoming more and more discerning about the programs they select. They are hungry for detailed information on how their educational experiences will translate into economic, workforce opportunity. Forward-thinking institutions like Pepperdine Graziadio Business School are designing new ways to build transparency around

tangible employment outcomes into the admissions process itself. It's helping to not only improve enrollment outcomes, but ultimately give students a greater degree of choice and agency as they chart their educational and career future.

Goals

Pepperdine sought to re-engage learners who had begun their application in the last two years but had not completed it. The objective was to compel those learners to complete the process.

Solution

Using ReadySet the Pepperdine team placed LinkedIn ads using the ROI messaging and personalized career boost, targeting a campaign list of over 1500 names. These individuals had started an application but dropped off mid-process. The LinkedIn ads directed to Pepperdine's customized ReadySet experience.

Prospective students explored the tool and, much like a virtual fitting room, tried out different career paths post-MBA to see their future—from compensation to a title perspective. This campaign ran for 30 days and ended with key results.

“We need to respond more directly to the motivations that prompt prospective students to consider graduate school. Given what we know about the most influential factors - including professional advancement, skill acquisition, and increasing earning potential - it’s important for us to address these key considerations through our ROI narrative.”

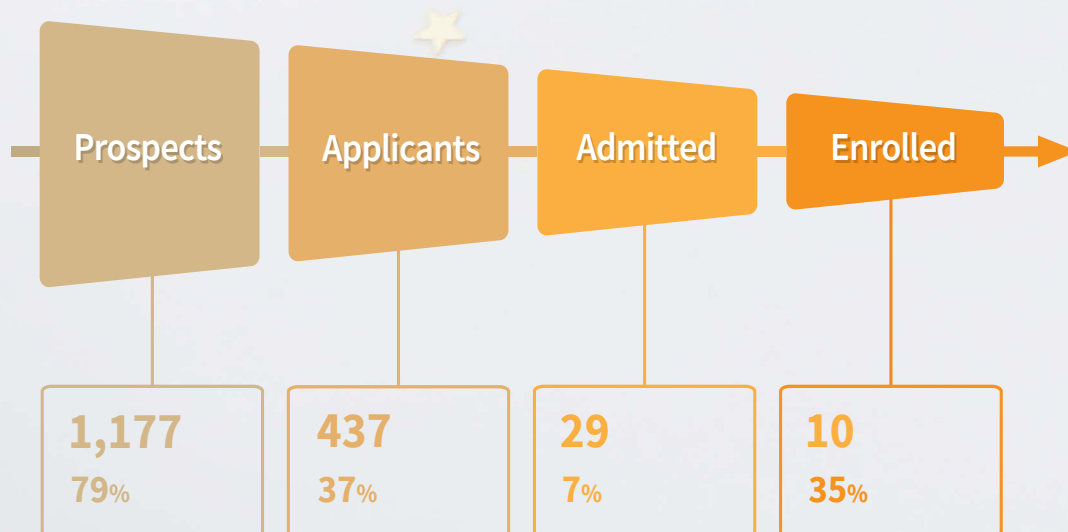


Arman Davtyan

Assistant Dean of Enrollment Management at Pepperdine Graziadio Business School

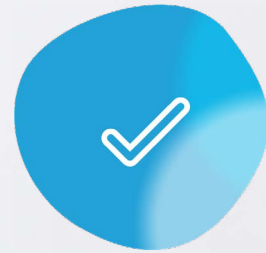
Results

The campaign started with 1,500 prospects and during the course of 30 days, reached 1,177 prospects on LinkedIn with specific targeting. Of those, 437 clicked on the ads and visited the ReadySet experience. Within the ReadySet experience, 42 finished the application process and submitted an application, 29 were admitted and 10 enrolled. This resulted in a lifetime Tuition Value of more than \$1,200,000 for the university and captured otherwise disengaged prospective students.



Key Conclusion

ReadySet was able to reengage 1 out of every 3 prospective students by using personalized messaging on how the Pepperdine MBA impacts them directly and personally.



About Pepperdine

For more than 50 years, the [Pepperdine Graziadio Business School](#) has challenged individuals to think boldly and drive meaningful change within their industries and communities. Dedicated to developing Best for the World Leaders, the Graziadio School offers a comprehensive range of [MBA, MS, executive, and doctoral degree programs](#) grounded in integrity, innovation, critical thinking, and entrepreneurship.

The Graziadio School advances experiential learning through small classes with distinguished faculty that stimulate critical thinking and meaningful connection, inspiring students and working professionals to realize their greatest potential as values-centered leaders. Follow Pepperdine Graziadio on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

PEPPERDINE | GRAZIADIO
BUSINESS SCHOOL

About AstrumU

AstrumU® translates educational experiences into economic opportunity. We are on a mission to quantify the return on education investment for learners, education providers, and employers.

We help institutions measure the value created for incoming and returning students, while assisting them in securing industry partnerships that lead students seamlessly into high-demand career pathways.

Institutions partner with AstrumU® to drive enrollment and increase alumni and corporate engagement, while extending economic mobility opportunities inclusively to all learners.

AstrumU®