


BRUNSWICK
UNIVERSITY CENTER

Brunswick University Center
3605 Center Road
Brunswick, OH 44212
(216) 987-5793

[More Information](#)

Get Started Save Money Save Time Easily Transfer Take Evening Classes




APPLY NOW

Take classes at Tri-C® in Brunswick

Brunswick University Center is an affordable choice for higher education. Save thousands completing an associate degree and transferring to a four-year university, or move seamlessly into a bachelor's degree program in accounting, business or criminal justice on-site through Franklin University or Tiffin University.

Fall classes begin Sept. 11


[Apply Today](#)



Save Money

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Save Time

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[Learn More](#)



THE TRANSFER CENTER



Easily Transfer






Transfer to a four-year university after completing your associate degree. Our Transfer Center can help you easily make the transition.

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DEPLOYMENT SUMMARY

Deployment Date	07/18/17
Delivered	50,000
Opens	6,146 (12.29%)
Clicks	498 (1.00%)
Clicks-to-Opens	8.10%

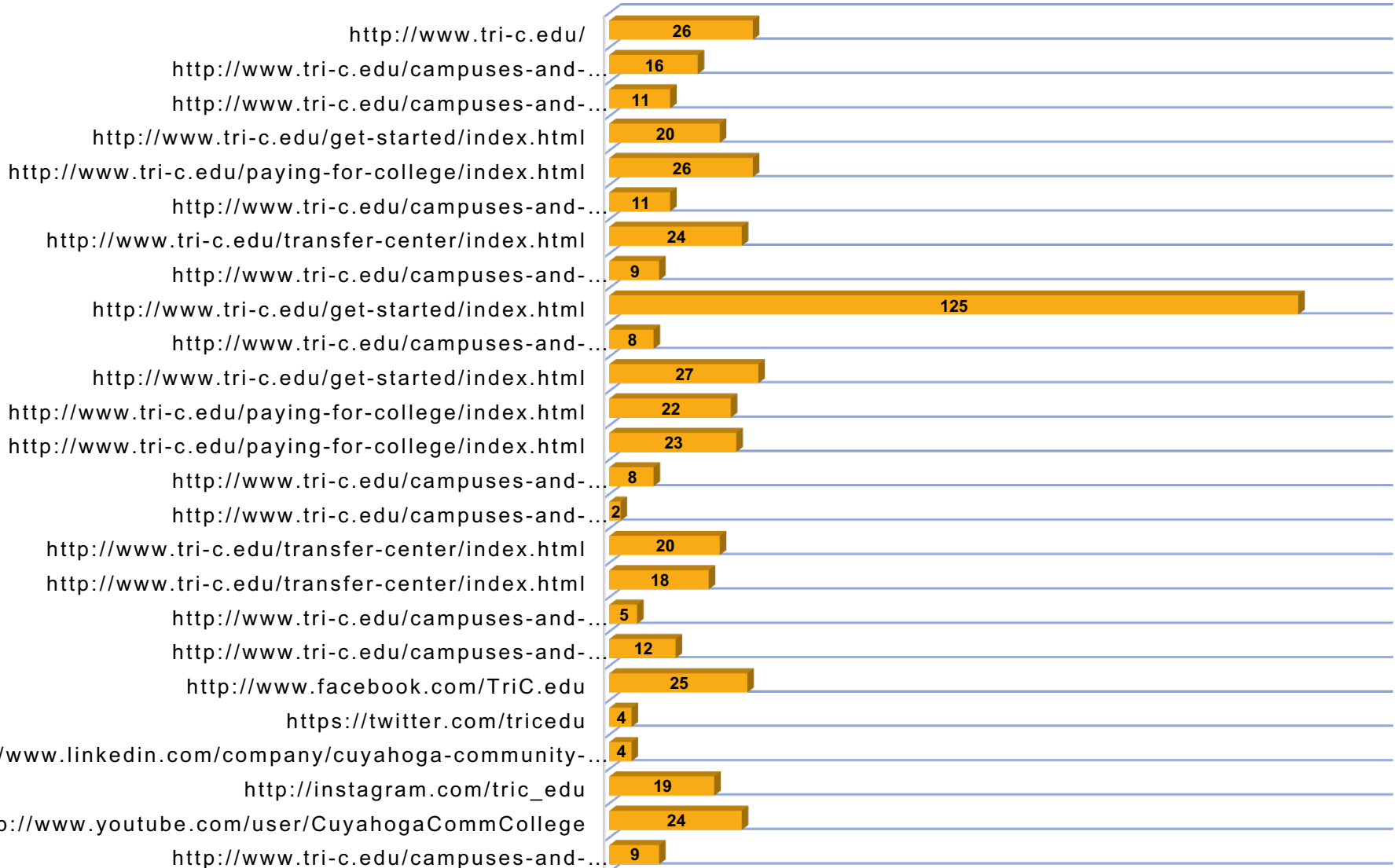
Mobile Opens	4,857 (79.02%)
Mobile Clicks	404 (81.12%)

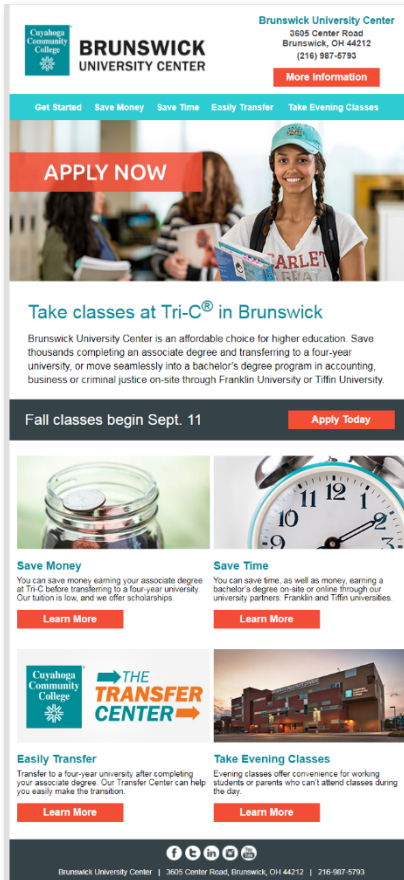
TOP 5 CALLS-TO-ACTION

Main Image	125 (25.10 %)
<i>Apply Today</i> Button	27 (5.42 %)
Header Logo	26 (5.22 %)
Navigation: <i>Save Money</i>	26 (5.22 %)
Facebook Icon	25 (5.02 %)
TOTAL TOP 5 CTAs	229 (45.98 %)

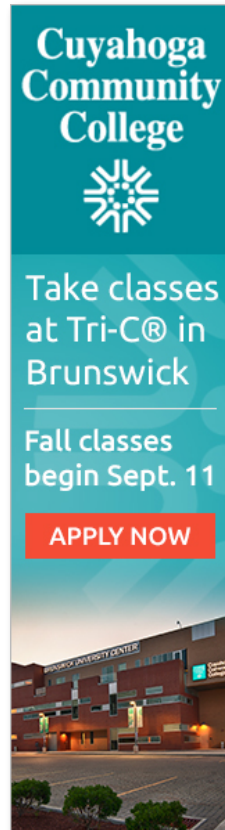
Targeting	Ages 24+, Seeking Bachelor's Degree, Interest in Continuing Education in Client Furnished ZIPs
Subject	Earn a Degree in Less Time for Less Money

EMAIL CAMPAIGN CLICK DETAILS: CUYAHOGA COMMUNITY COLLEGE





EMAIL AD



RETARGETING AD (Shown: 160x600)

EMAIL CAMPAIGN

Date Started	7/18/2017
Date Completed	7/24/2017
Messages Delivered	50,000
Email Responders	6,146


RETARGETING CAMPAIGN RESULTS

Date Started	7/25/2017
Date Completed	7/31/2017
Impressions Ordered	20,000
Email Responders Retargeted	5,048
Clicks	209
% Clicks To Impressions (Industry Average .15%)	1.05%
% Of Email Responders Who Re-engaged	3.40%

CLICKS / CLICK % GENERATED (TOP 4)

News Republic	27	0.14%
The Complete Alex Jones*	21	0.11%
Flixster	20	0.10%
SongFlip*	12	0.06%

* Represents Bundles: An assortment of popular websites/apps




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DEPLOYMENT SUMMARY

Deployment Date	07/27/2017
Delivered	50,000
Opens	6,233 (12.47%)
Clicks	608 (1.22%)
Clicks-to-Opens	9.75%

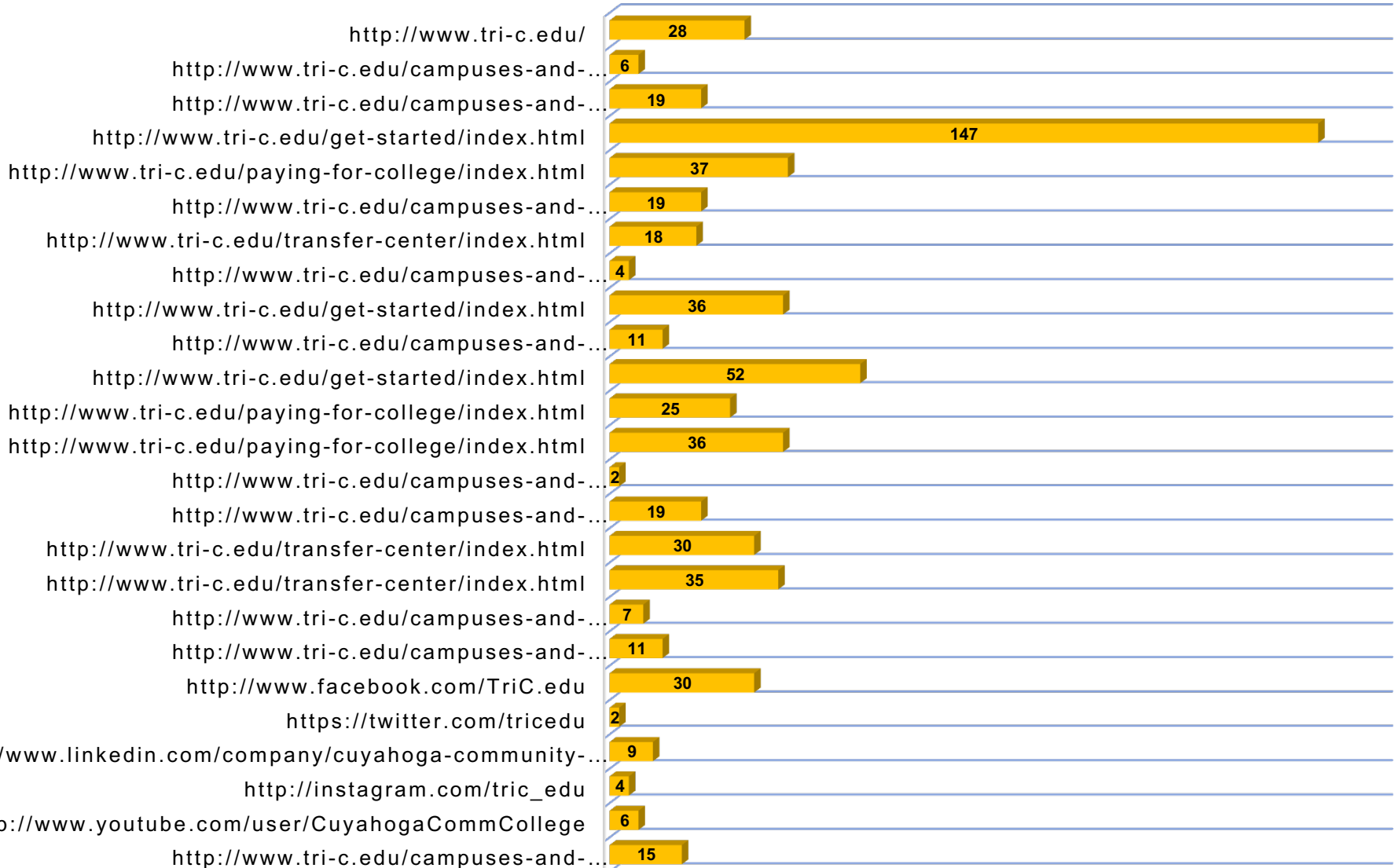
Mobile Opens	4,728 (75.85%)
Mobile Clicks	474 (77.96%)

TOP 5 CALLS-TO-ACTION

Navigation: <i>Get Started</i>	147 (24.18%)
Apply Today Button	52 (8.55%)
Navigation <i>Save Money</i>	37 (6.09%)
Main Image	36 (5.92%)
Save Money <i>Learn More</i> Button	36 (5.92%)
TOTAL TOP 5 CTAs	308 (50.66%)

Targeting	Ages 24+, Seeking Bachelor's Degree, Interest in Continuing Education in Client Furnished ZIPs
Subject	Earn a Degree in Less Time for Less Money

EMAIL CAMPAIGN CLICK DETAILS: CUYAHOGA COMMUNITY COLLEGE



EMAIL AD

RETARGETING AD (Shown: 160x600)

EMAIL CAMPAIGN

Date Started	07/27/2017
Date Completed	08/02/2017
Messages Delivered	50,000
Email Responders	6,233

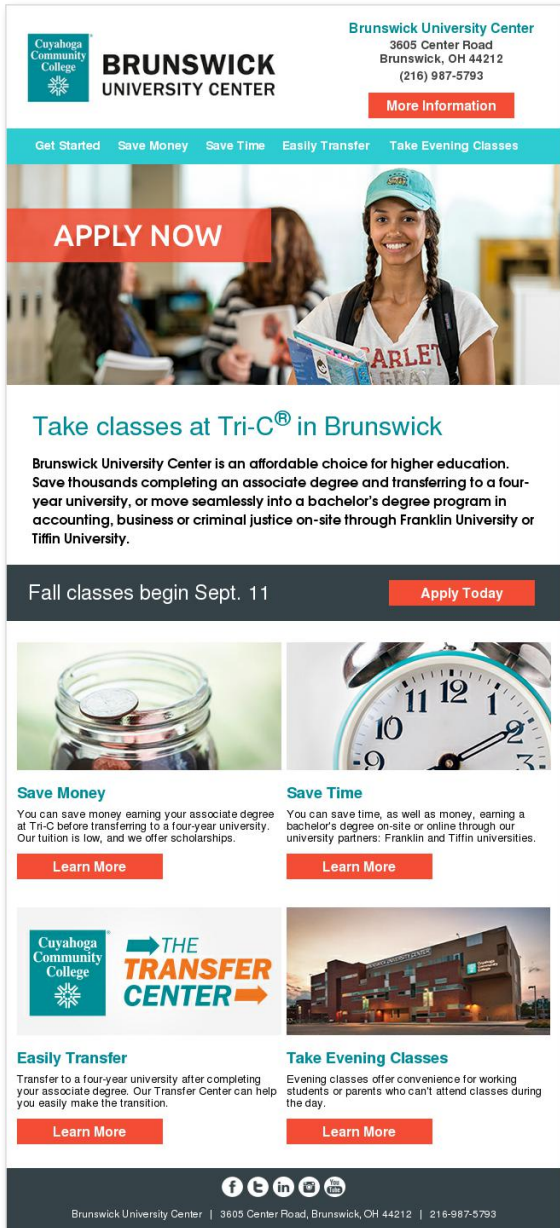
RETARGETING CAMPAIGN RESULTS

Date Started	08/03/2017
Date Completed	08/09/2017
Impressions Ordered	20,000
Email Responders Retargeted	5,111
Clicks	228
% Clicks To Impressions (Industry Average .15%)	1.14%
% Of Email Responders Who Re-engaged	3.66%

CLICKS / CLICK % GENERATED (TOP 4)

Dream League Soccer*	32	0.16%
OnsideSports	27	0.14%
Flow Free	18	0.09%
Case Opener Ultimate	11	0.06%

* Represents Bundles: An assortment of popular websites/apps



DEPLOYMENT SUMMARY

Deployment Date	08/08/2017
Delivered	50,000
Opens	5,399 (10.80%)
Clicks	598 (1.20%)
Clicks-to-Opens	11.08%

Mobile Opens	3,833 (70.99%)
Mobile Clicks	435 (72.74%)

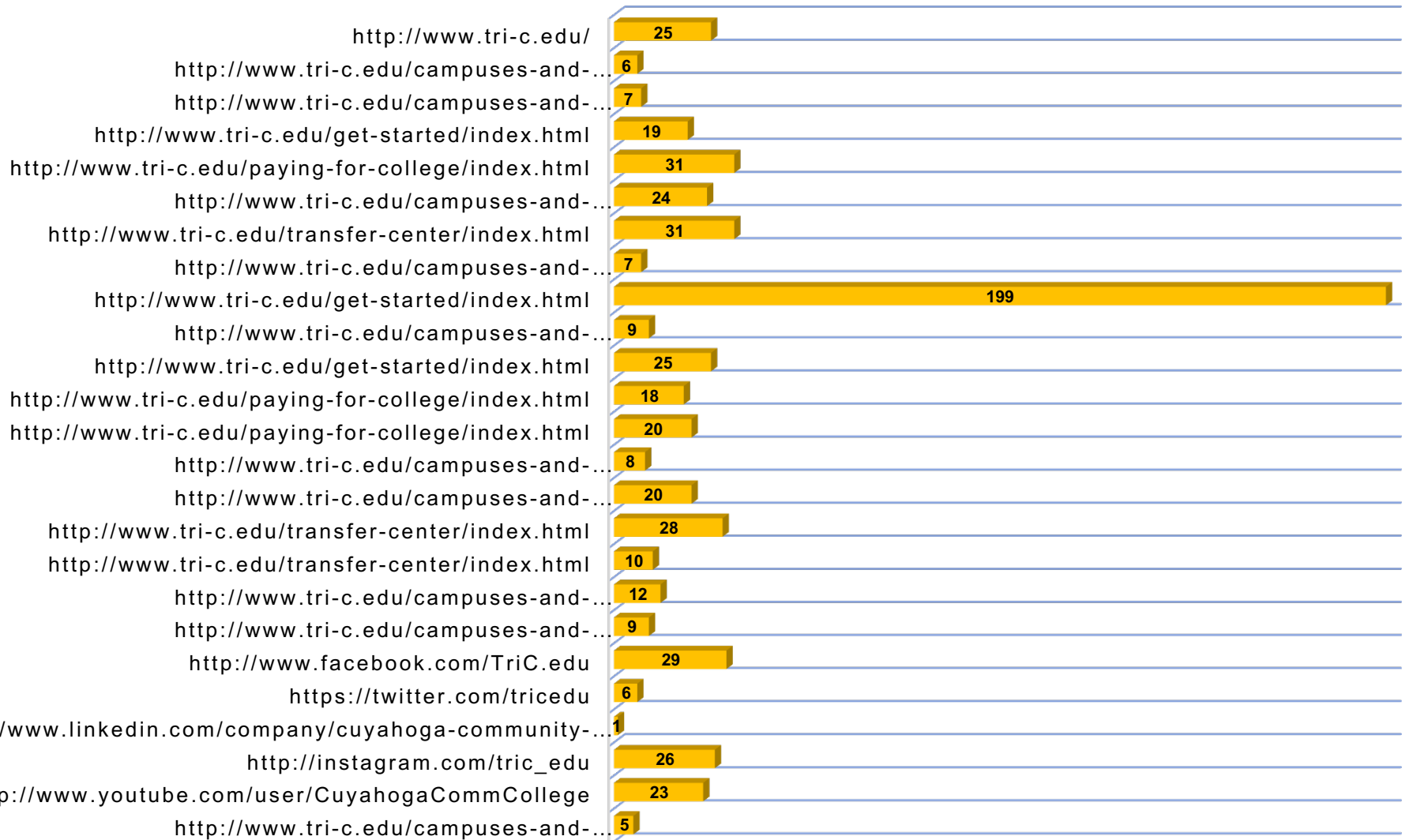
TOP 5 CALLS-TO-ACTION

Main Image	199 (33.28%)
Navigation: <i>Save Money</i>	31 (5.18%)
Navigation: <i>Easily Transfer</i>	31 (5.18%)
Facebook Icon	29 (4.85%)
The Transfer Center Image	28 (4.68%)
TOTAL TOP 5 CTAs	318 (53.18%)

TARGETING: Ages 24+, Seeking Bachelor's Degree, Interest in Continuing Education in Client Furnished ZIPs

SUBJECT: Earn a Degree in Less Time for Less Money

EMAIL CAMPAIGN CLICK DETAILS: CUYAHOGA COMMUNITY COLLEGE (BRUNSWICK)



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EMAIL AD

Cuyahoga Community College

Take classes at Tri-C® in Brunswick

Fall classes begin Sept. 11

APPLY NOW

RETARGETING AD (Shown: 160x600)

EMAIL CAMPAIGN

Date Started	08/08/2017
Date Completed	08/14/2017
Messages Delivered	50,000
Email Responders	5,399

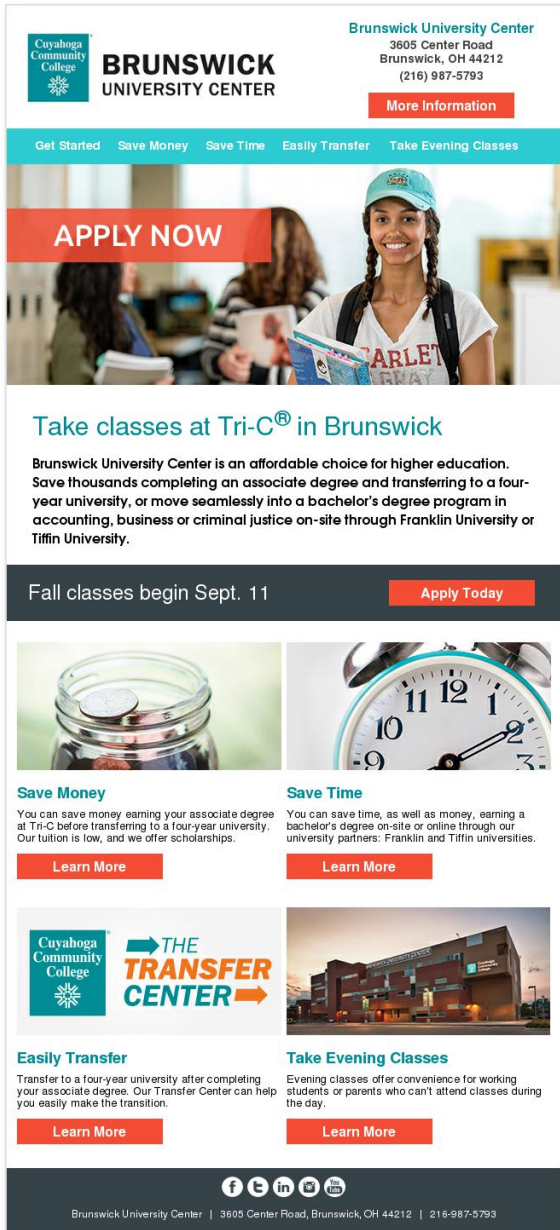
RETARGETING CAMPAIGN RESULTS

Date Started	08/15/2017
Date Completed	08/21/2017
Impressions Ordered	20,000
Email Responders Retargeted	4,429
Clicks	214
% Clicks To Impressions (Industry Average .15%)	1.07%
% Of Email Responders Who Re-engaged	3.96%

CLICKS / CLICK % GENERATED (TOP 4)

News Republic	30	14.02%
QuizUp*	23	10.75%
Flow Free	16	7.48%
Dream League Soccer*	10	4.67%

* Represents Bundles: An assortment of popular websites/apps



DEPLOYMENT SUMMARY

Deployment Date	08/24/2017
Delivered	50,000
Opens	6,290 (12.58%)
Clicks	551 (1.10%)
Clicks-to-Opens	8.76%

Mobile Opens	4,408 (70.08%)
Mobile Clicks	428 (77.68%)

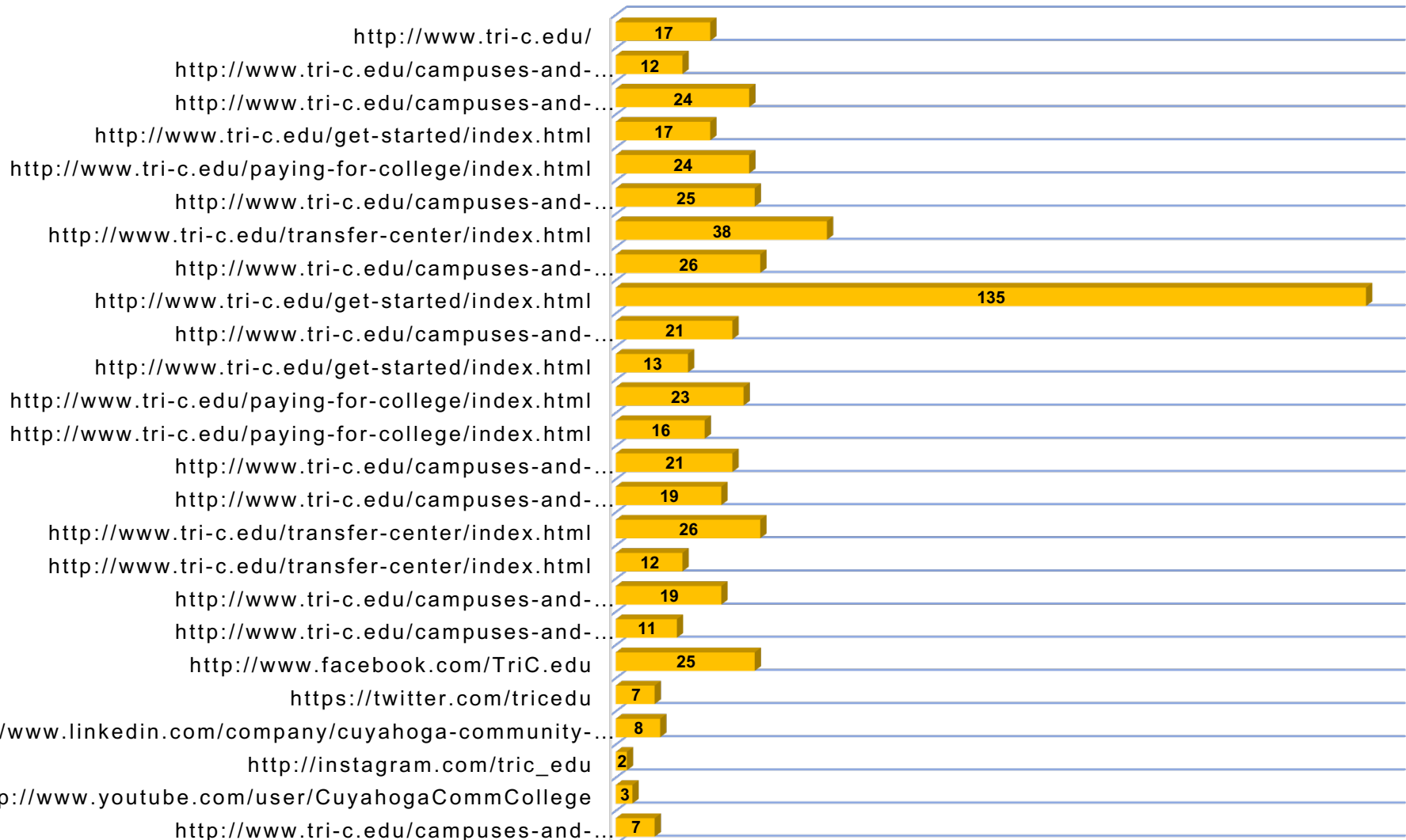
TOP 5 CALLS-TO-ACTION

Main Image	135 (24.50%)
Navigation: <i>Easily Transfer</i>	38 (6.90%)
Navigation: <i>Take Evening Classes</i>	26 (4.72%)
The Transfer Center Image	26 (4.72%)
Navigation: <i>Save Time</i>	25 (4.54%)
TOTAL TOP 5 CTAs	250 (45.37%)

TARGETING: Ages 24+, Seeking Bachelor's Degree, Interest in Continuing Education in Client Furnished ZIPs

SUBJECT: Earn a Degree in Less Time for Less Money

EMAIL CAMPAIGN CLICK DETAILS: CUYAHOGA COMMUNITY COLLEGE (BRUNSWICK)



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RETARGETING AD (Shown: 160x600)

EMAIL CAMPAIGN

Date Started	08/24/2017
Date Completed	08/30/2017
Messages Delivered	50,000
Email Responders	6,290

RETARGETING CAMPAIGN RESULTS

Date Started	08/31/2017
Date Completed	09/06/2017
Impressions Ordered	20,000
Email Responders Retargeted	5,169
Clicks	206
% Clicks To Impressions (Industry Average .15%)	1.03%
% Of Email Responders Who Re-engaged	3.28%

CLICKS / CLICK % GENERATED (TOP 4)

Shazam_iPhoneAPP	30	14.56%
TuneIn Radio	21	10.19%
Zedge Android 4.0+	16	7.77%
QuizUp*	14	6.80%

* Represents Bundles: An assortment of popular websites/apps