



Maximizing Return by Identifying Interest

The Morgridge College of Education at the University of Denver ranks among the top graduate schools for education according to *US News & World Report*. They wanted to identify more prospective students who were more likely to apply and enroll.

Partnering with Capture, ENGAGE and Digital Advertising were used in concert to increase web traffic and drive conversions. Capture identified an **additional 917 prospective graduate students**.

Counting those who went on to deposit and enroll, Denver enjoyed a **540% return on their investment**.



Proof Point

540%
return on investment