

## **EXECUTIVE EDUCATION CASE EXAMPLE:**

Ivy League Global Program

### **Problem:**

Class enrollment is down in all programs while marketing spending is increasing.

### **Analysis Questions:**

Who is enrolling in what programs? Where are they coming from – distance. When are they committing to the program?

#### B-C Segmentation

- Geography

#### B-B Segmentation

- Firmographic Variables
- Company Name
- SIC, Employee size, Sales Volume, Years in Business, Title

#### Transaction Variable

- Booking Curve (planning horizon)
- Class Type
- Title, Function

### **Major Findings:**

- Customer is the COMPANY not the student! This is a B-B marketing opportunity!
- Title is critical to the class type
- Strong SIC indexing power
- Booking curve is 6 months, not 3
- 80% / 20% company revenue profile!

### **Marketing Results:**

- Increased Leads for full-time students 25 %
- Recommended a vertical list of seminar attendees to “life improvement” resulting in a 50%increase purchase through one contact
- ROI on direct mail increased by over 10%