

Laureate Education

Education

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Search Ads

Driving enrolment success through Microsoft Advertising

The goal

[Laureate Education](#), a leading entity in Mexico's educational landscape, operates [Universidad del Valle de México](#) (UVM) and [Universidad Tecnológica de México](#) (Unitec). Dedicated to providing top-tier education on-campus and online, the organization diversified its online advertising channels to stay competitive. This strategic move increased lead flow while maintaining media mix quality, demonstrating Laureate Education's commitment to excellence and adaptability in a dynamic industry. By exploring new avenues for attracting students, Laureate Education continues to uphold its commitment to excellence and adaptability.

The solution

To address this challenge, Laureate Education's performance team implemented a lower-funnel strategy using Microsoft Advertising's Search Ads. This approach allowed them to target highly qualified leads more effectively, focusing on those individuals who were closer to high-quality about their education.

By leveraging Microsoft's advanced targeting capabilities and extensive reach, UVM and Unitec successfully increased the flow of high-quality leads, supporting their enrolment goals without compromising the effectiveness of their existing media mix.

"Microsoft Advertising has been key to reaching high-quality leads efficiently, driving exceptional enrollment results for our universities."

Denisse Sánchez
Digital Marketing Director
Laureate Education

The results

The Search campaign was highly successful for both universities, resulting in a significant increase in leads across all business lines. With over 15,000 incremental leads generated, their cost per acquisition remained below the market average, highlighting the efficiency of their advertising efforts.

The strategy also yielded a higher conversion rate, prompting Laureate Education to significantly increase their advertising investment.



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