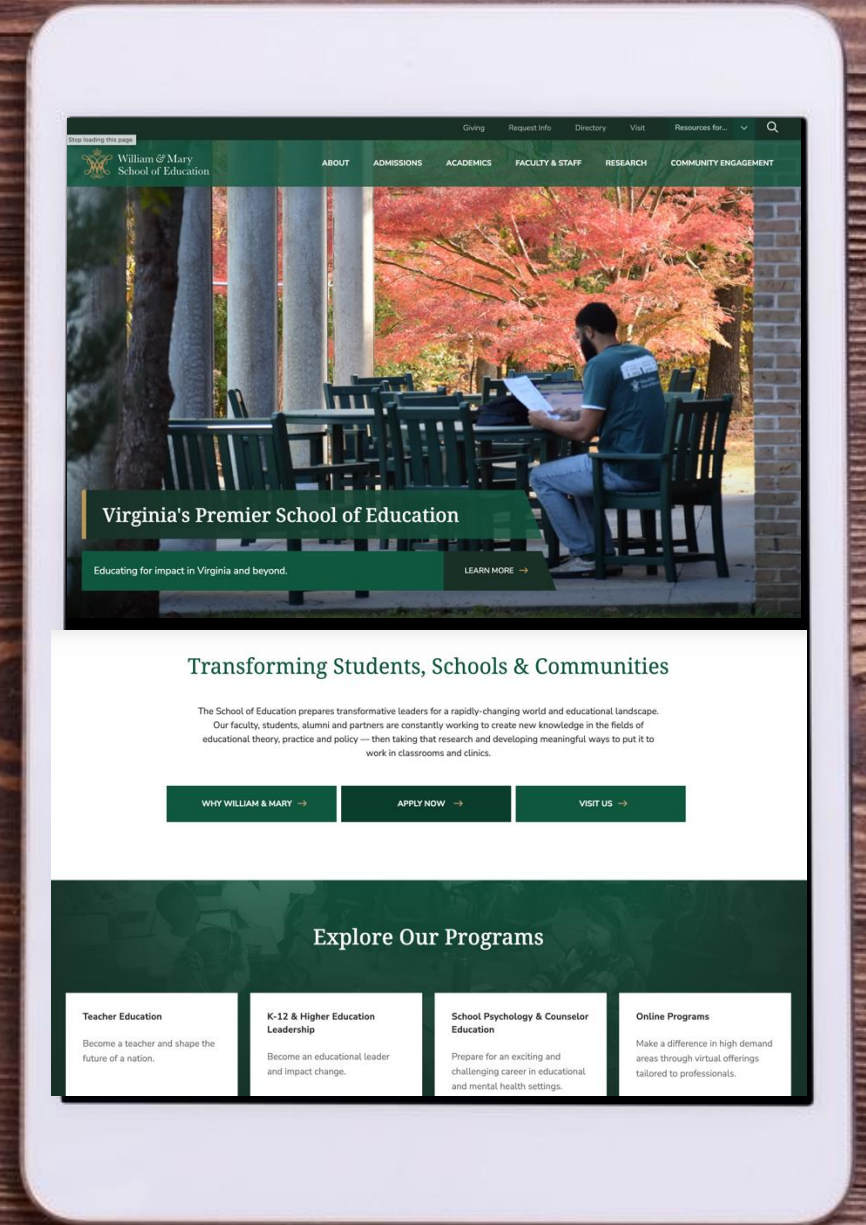


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.05% **.16%**

NOVEMBER 2024

DECEMBER 2024

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BY .11**

Display became the

#4 driver

of new potential
students to site
(moving from #6 in
November, and
outpacing search)

+132%

Prospective
students to site

+300%

MONTH OVER MONTH

**IN KEY
EVENTS**





**CONSIDER HOW
REFRESHING THE
CREATIVE CAN**

**AMPLIFY WHAT'S
POSSIBLE FOR YOUR
INSTITUTION**

