

CAREER CENTER CONVERSIONS UP & COSTS DOWN 34% WITH HELP FROM APPDORE

The Career Center is a division of Student Affairs at The University of Texas at Dallas. As a member of the National Association of Colleges and Employers (NACE), their office complies with the Principles for Professional Conduct for Career Services Professionals.

Before working with Appdore, The Career Center was having issues with event sign-up. The existing campaigns were for general traffic focusing on impressions rather than conversions. The department didn't have **clear acquisition channel, unique landing pages, or an effective CTA.**

THE RESULTS



34%

DECREASE IN COST PER CONVERSION



190%

INCREASE IN CONVERSIONS



9%

AVERAGE CONVERSION RATE

“Having Appdore work with my department was a great decision. My staff loved working with Cartez (of Appdore). After Appdore made changes, we were getting more for less. We were always busy due to the increase in sign-ups. Thanks for everything you did for my Career Center!”

Lisa G., Director @ UT Dallas

