

# How Ronk Communications Drove Higher Ed Enrollment Traffic at Scale

## THE CHALLENGE

Colorado State University Global (CSU Global) engaged Ronk Communications to drive prospective students into its enrollment funnel through paid media. A 2024 test delivered strong results to justify a larger 2025 investment.

Scaling spend while finding new audience signals. With a 63% budget increase and more markets to crack, Ronk Communications needed tighter campaign control, smarter optimization, and a partner that could support an evolving strategy in real time.



*We are supported every step of the way whether it comes to high-quality inventory, brand protection, targeted audiences, pixels, reports, data providers or vendor collaboration - Basis is a part of your team - making you compete with any sized ad agency.*

*-Ronk Communications*

## THE RESULTS

**63.2%**

Year-over-year increase in media spend

**5k – 7k**

month-over-month paid site visits across display, audio, and CTV

**\$6.18**

Average eCPA, sustained across all campaign flights

## THE SOLUTION

### Audience Testing That Surfaced Real Insights

Expanding geo-targeting and testing new audience segments uncovered behavioral patterns that sharpened CSU Global's targeting parameters over time. The data led and strategy followed.

### Channel Mix Built for Reach & Retargeting

Ronk Communications combined CTV PMPs, custom audio PMPs, custom in-game inventory, and display retargeting into a coordinated multi-channel buy, maximizing reach at the top of the funnel while staying in front of engaged potential students.

### A Stand-Out Tactic: Broncos Fan Targeting

Data revealed strong Denver Broncos fan affinity among CSU Global's audience. Ronk Communications went further and targeted Broncos fans during NFL games with hyperlocal placements around the stadium.

### A Partnership That Kept Evolving

Basis brought proactive recommendations on audiences, tactics, and budget shifts throughout the flight. A chat at Basis' Customer Connect 2025 opened a new audio partnership with Corsa and custom audience partnership with ShareThis.

## ABOUT RONK COMMUNICATIONS

Ronk Communications, a media buying agency for high-performing digital, social and traditional ad campaigns across events, venues, government and higher education.

## ABOUT CSU GLOBAL

Colorado State University Global is the nation's first fully accredited, 100% online state university, dedicated to providing top-ranked, affordable Bachelor's and Master's degree programs with the flexibility students need to succeed.

**Industry:** Marketing & Advertising

**Location(s):** USA

**Key Goals:** Brand Awareness, Conversions, Website Traffic

**Industry:** Higher Education

**Location(s):** USA