

CASE STUDY

Attracting Diverse, Top Talent with Google Analytics and Remarketing Lists for Search Ads

Teach For America applicants have other options. The organization recruits “remarkable and diverse individuals to become teachers in low-income communities” to confront educational inequality classroom by classroom. That calls for the kinds of leaders who are superior students and engaged citizens. These are some of the most distinguished and desirable job applicants in the world, and they’re also pursued by big brands offering big salaries.

Keeping these applicants engaged throughout a rigorous selection process is essential. Teach For America and LunaMetrics partnered to stay top-of-mind with their illustrious applicants by uniting the Audiences feature in Google Analytics with Google search remarketing in AdWords.

Aligning applicants with Custom Audiences

Some qualities valued by Teach for America are difficult to quantify, like leadership or passion for equality while others are fairly easy. For example, an applicant’s GPA helps the organization understand the individual’s academic achievement. Teachers with backgrounds in science, technology, engineering, and math (STEM) are in high demand by schools around the country, so Teach For America is focused on attracting more people with these backgrounds into the corps. Information like estimated date of graduation also demonstrates applicant preparedness and career maturation.

Basic information provided by users early in the Teach For America application process was made available in the Google Tag Manager Data Layer, captured in Google Analytics using Custom Dimensions, and then used to group users anonymously into custom segments.

These segments, once combined, allowed the Teach For America team to identify and engage the most competitive potential teachers as they planned their careers.

TEACHFORAMERICA



About Teach For America

- Teach For America enlists, develops, and mobilizes our nation’s most promising future leaders to grow and strengthen the movement for educational equity and excellence.
- Headquarters: New York, NY
- www.teachforamerica.org

About LunaMetrics

- LunaMetrics is a digital analytics and search marketing consultancy and a proud Google Analytics Certified Partner since the beginning of the program.
- Headquarters: Pittsburgh, PA
- www.lunametrics.com

Goals

- Identify and group applicants based on similar qualities
- Create reminders for high-caliber applicants to complete the process

Approach

- Build audience segments in Google Analytics using events
- Remind applicants with search results ads using RLSA in Google AdWords

Results

- 57% increase in conversion rate over campaigns without audience targeting
- Identified and targeted distinguished applicants successfully
- Achieved a conversion rate higher than account average with broad keywords



High Academic Acumen

Custom dimension "GPA" meets a particular threshold.



University Undergrads & Grads

Custom dimension "university" matches array of select schools.



Target Profession or Major

Custom dimension "career sector" or "major" matches array of select professions.

Testimonial

"There is no greater win as a marketer than to be certain you're finding the right people in the right place at the right time. The results speak for themselves: The marriage between Google Analytics and RSLA insured we were able to deliver the message we wanted to the people we wanted."

—Stacey Jaffe, Senior Managing Director, Digital Acquisitions and Channel Growth, Teach For America

Staying top-of-mind with RLSA

Teach For America then used the segments for applicants with the most desired qualities to create audiences in Google AdWords and crafted personalized campaigns on the Search Network with Remarketing Lists for Search Ads (RLSA). As applicants searched on Google for topics related to their careers or to life after college, Teach for America offered gentle reminders to continue the path toward teaching and joining the fight for education equality.

Complete your application - teachforamerica.org

Ad www.teachforamerica.org/ ▼

Become a teacher & leader. Deadline 1/15. Don't forget.

Ranked 100 Best Companies to Work for in 2014. – Fortune

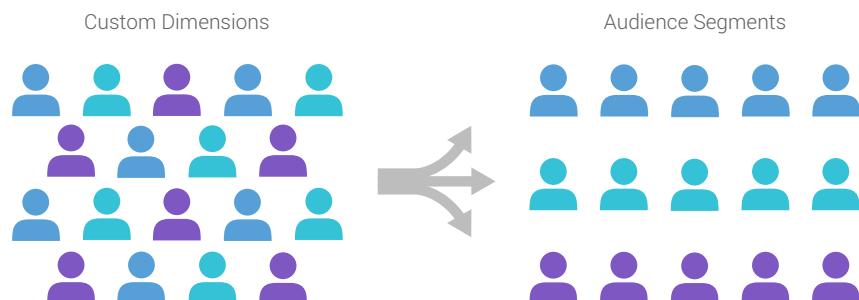
Learn More

- [Remarketing Lists for Search Ads](#)
- [Event Tracking](#)
- [Custom Dimensions](#)

Ads like this were shown to applicants as they asked Google for information about "jobs" or "careers" or other tangential topics defined using broad match keywords. The ad reminded them *what* to do, *why* they should do it, and *when* it must be done.

Reaching the right people and helping them fulfill their goals

Advertising is at its best when it reaches the right people and helps them fulfill their goals. This campaign accomplished both. By combining events and audiences in Google Analytics, random applicants were turned into related groups. Google AdWords adapted the message to speak specifically to them and their needs.



Return on ad spend is not only for e-commerce businesses. That's the main takeaway, for Teach For America and marketers as a whole. This nonprofit campaign taught a lesson in efficient advertising and prequalified investing. The best and the brightest students have the option to take their careers in any direction, but Teach For America can now use RLSA to ensure the fullest reach and frequency for these highly sought-after individuals. That's something the organization was never able to do at scale before.

Along with successful targeting and the ability to channel ad budget toward specific audience segments, these campaigns also demonstrated a 57% increase in conversion rate over other non-branded AdWords campaigns during the same period.

Teach for America is changing lives, classroom by classroom—and now it's winning the marketing game, applicant by applicant.

About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit google.com/analytics.