

Education Landing Page



WEBSITE COPY: EDUCATION LANDING PAGE

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Do You Know Which Sources Yield The Best Prospective Students?

According to a recent Fathom survey, 15% of higher education conversions can be attributed to mobile traffic while a full 50% still come from paid search. Do you know how well these channels perform for you?

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\$137.5B is spent in digital advertising each year, but where does it go?

CAKE's intuitive SaaS-based platform provides tracking, attribution and reporting clarity, giving deep insight into the performance of digital marketing dollars. With this intelligence, you can clarify and optimize your digital marketing spend to increase the cost-effectiveness and efficiency of lead generation, as well as improve lead quality.

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A Single System to Manage All Your Digital Marketing Channels

Digital marketers working in education are trying to gain an understanding of a successful admission life cycle from the first point of contact with potential students through to enrollment. Our platform provides the tools they need.

- Multi-channel tracking in real-time covers search, display, email, social, mobile, video, affiliate and direct.
- Single-view dashboards let you easily decide where to spend your digital marketing budget.
- Robust reporting structure yields deep insight into the channels that drive digital marketing campaigns.
- Intuitive data visualizations provide the ability to make intelligent marketing decisions.
- Diverse integrations work with over 60 technology and service partners.
- Proven reliability facilitates over 5 billion consumer transactions per month.

Over 500 companies, including some of the world's most successful marketers, agencies and networks, use CAKE's products to build their performance marketing strategy.

To see what CAKE's education solutions can do for you, schedule a one-on-one meeting with a rep.