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Marketing Analysis Report: RISEBA Winter Admissions Campaign 2025/2026

Based on data from the winter admissions campaign covering the period from 10 November 2025 to 2 February 2026, this report provides a general analysis of audience segmentation, performance tracking and channel effectiveness.

1. How RISEBA University segments its audience

As part of the campaign, the audience was segmented in detail according to four main criteria to ensure the most precise targeting possible:

- **Level of education and programmes:** The target audience was divided into three main groups – undergraduates, postgraduates and doctoral students. General admissions information was also distributed separately, in which the audience was not divided by specific levels of education.
- **Age groups:** Age ranges were tailored to each level of education. For bachelor's programmes, the target age group was 18–25 years; for master's programmes, 20–35 years; and for doctoral programmes, professionals aged 30 to 55 years. For the general campaign, the age range was 18–30 years.
- **Language:** The audience was segmented according to language, with campaigns running in both Latvian (LV) and English (ENG).
- **Professional profile and interests:** For postgraduate programmes (Masters and PhD), the audience was segmented by specific interests in the relevant field, *job title*, skills and industry. For other groups, general interest targeting was used in combination with remarketing (REM).

2. How we track results

Campaign performance was tracked at every stage of the marketing funnel using KPIs tailored to each stage:

Primary conversion: The main measure of success in the campaign was defined as a user clicking the 'Apply for studies' button on the website.

Results were tracked and monitored as follows:

- **Top of the funnel (Brand awareness):** Ad reach, viewability and total *impressions* were assessed.

- **Middle of the funnel (Website visits):** User clicks (*Clicks*), average click-through rate (*CTR*) and average cost per click (*CPC*) were tracked.
- **Bottom of the funnel (Lead generation):** The total number of conversions, *conversion rate* and *cost per conversion* were measured precisely.

3. How we tailor segments to media channels

The campaign strategy involved addressing each segment via the most suitable digital channel, taking into account user behaviour and the objectives of the funnel:

- **Google Search:** This was tailored to the high-interest segment – those actively searching for a university or study programmes themselves (including targeting keywords associated with competitor universities). The campaign was split into Latvian and English language segments.
- **META (Facebook & Instagram):** Used at the lower level of the funnel to generate applications in Latvian. Here, segments were divided by age and level: Undergraduates (18–25) and Postgraduates (20–35), combining interests with retargeting to re-engage ‘warm’ users.
- **Google DV360 Programmatic Display:** Tailored to a broad, general segment of new users (aged 18–30). This channel focused on brand awareness at the top of the funnel.
- **LinkedIn:** This channel was exclusively reserved for high-level segments in English – Master’s degree holders (aged 20–35) and PhD candidates (aged 30–55). As other channels do not allow targeting by professional profile, LinkedIn segments were precisely filtered by job titles, skills and industry to drive website traffic.

Summary table of campaign results

The key performance metrics for the campaign, broken down by channel and audience segment, are summarised below:

Media channel and segment	Impressions	Clicks	Average CTR	Conversions	Cost per conversion	Total investment
Google Search (LV)	32,303	3,956	12.25%	732	€1.42	€1,042.58
Google Search (EN)	25,389	1,355	5.34%	139	€2.86	€398.33
META Bachelor's degrees (LV)	666,435	3,047	2.71%	344	5.81 €	€3,100.00
META Master's programmes (LV)	667 483	29	2.25%	333	6.55 €	€3,781.30
DV360 General campaign	4,803,935	1,345	0.028%	25	€66.26	€1,680.35
LinkedIn Master's programmes (ENG)	40,096	120	0.30%	3	€191.43	€574.28
LinkedIn PhD (ENG)	62,744	393	0.63%	12	€90.29	€1,083.43

Key analytical findings

- Google Search:** the most cost-effective channel. The LV campaign achieved an outstanding CTR (12.25%) and the lowest conversion cost in the campaign (€1.42). The EN campaign served as a good and cost-effective supplementary channel for the international audience.
- META:** delivered a substantial number of conversions for both the bachelor's and master's segments (a total of 677 ad impressions). The bachelor's segment responded slightly more actively (higher CTR and lower conversion costs), as the master's target audience is narrower and more expensive to reach.
- DV360 and LinkedIn specifics:** DV360 excelled at fulfilling the top-of-funnel objective, delivering massive visibility (over 4.8 million impressions). As is typical for the platform, the LinkedIn campaign had higher costs (CPM and cost per conversion), but the PhD segment showed significantly better response rates and lower costs (€90.29) than the Master's segment (€191.43).