

# University of Wisconsin Parkside

## Micro-Certificate Pricing and Launch Strategy

Looking to launch new certificates, University of Wisconsin Parkside needed confirmation there was market demand amid competition and at what price point. With Stamats research and digital team, a market analysis, pricing strategy, and recruitment campaign were launched within two months.

UNIVERSITY OF  
WISCONSIN  

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PARKSIDE

Services:

Market Demand Assessment, Enrollment Funnel Creation, Digital Audit, Landing Page Consulting, SEM campaign (short-flight)

Results:

Recommended structure for recruitment process to provide a positive experience for the potential adult learner.

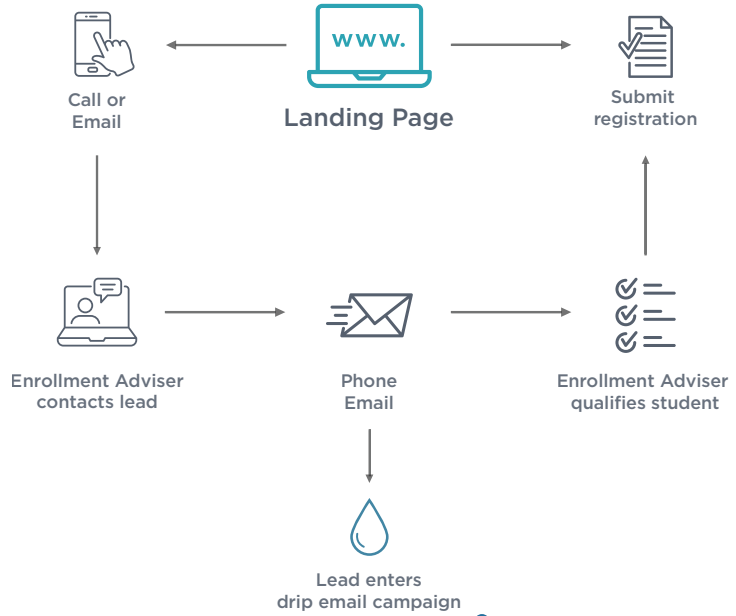
31↑

Conversions in first 58 days of 90 day campaign.

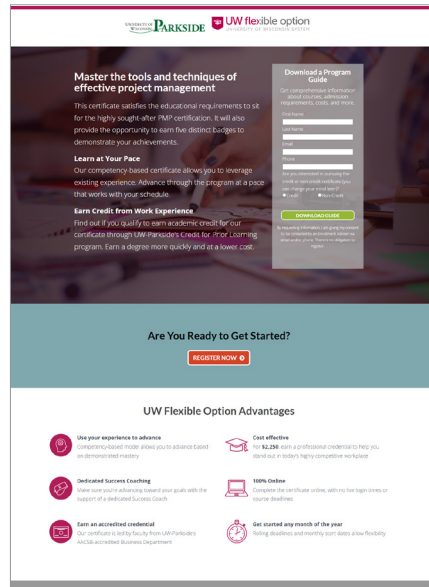
101↑

New leads generated, with 8% conversion rate & 6.44% click-through-rate in 90 days.

Lead Touchpoints



Landing Page



New program demographic data surfaced, such as an age bracket with high campaign interaction—people who were likely to convert—to help guide UW-Parkside in future business decisions.