

MY JOURNEY TO THE RESULTS

KNAUSS GOOGLE ADS CAMPAIGN 2025

KNAUSS

Career-ready. World-ready.

I planned, launched, and optimized a Google Ads campaign to increase awareness for Knauss programs among high-achieving students and drive qualified clicks and engagement.



CAMPAIGN OVERVIEW

STRATEGY

Positioned Knauss as career-ready through hands-on learning, global access, and mentorship. Promoted 4+1 pathways as a fast track to a graduate degree. Used rankings, financial aid, and San Diego's climate to drive clicks.

PURPOSE

Framed Knauss as teaching responsible business skills. Showed global programs that build cross-cultural skills. Highlighted accounting, finance, and analytics strength.

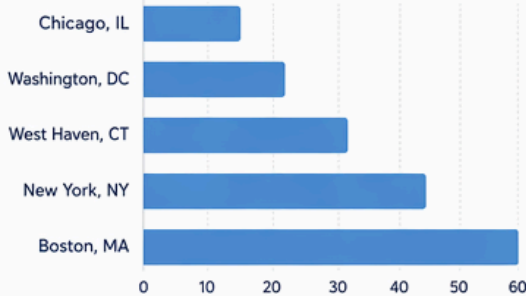
TARGET

High school seniors and transfer students comparing business majors. Out-of-state students seeking top programs and better weather. International and accelerated-degree students seeking global options.

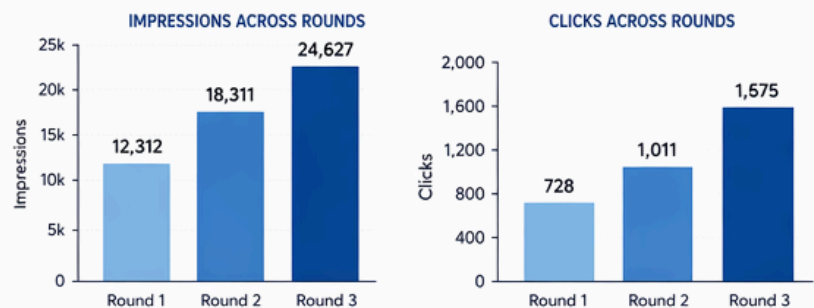
TOTAL CAMPAIGN PERFORMANCE

	CLICKS	3,462	3.4k
	IMPRESSIONS	58,414	
	AVG COST PER CLICK	\$0.42	
	AVERAGE CLICK THROUGH RATE	5.93%	
	TOTAL COST: \$1,442.97		

TOP CITIES OUTSIDE OF CALIFORNIA



ROUND 1 VS 2 VS 3 COMPARISON



TOP KEYWORDS (BY CLICKS)

- Best 5 (By Clicks):** Colleges, Business Degree, USA University, University California, جامعات في امريكا
- Worst 5 (By Clicks):** Business Analytics, International Business, International University USA Business, UofA

RECOMMENDATIONS

- Regularly review keyword reports, constantly changing University rhythm.
- International-focused keywords performed well and helped attract the right and interested audience.
- Short tail keywords worked best for our campaign (broad & lower CPC).
- Targeting same city Universities was inefficient.
- Highlighting USD's international perfortunities + targeting international prospects was very traffic & engagement boosting.

THE OUTCOME



A highly successful Google Ads campaign that exceeded performance goals and delivered strong engagement from our target audience. Data-driven optimizations created a scalable foundation for future growth.