



# UP Education

UP Education, a leading provider of vocational education across Australia and New Zealand, struggled with inefficient marketing due to fragmented data systems.

Their diverse network of schools operated independently, hindering data management and limiting their ability to deliver personalised campaigns.

As a result, UP Education sought a solution to unify their data, streamline their marketing efforts, and gain a competitive edge in the vocational education market.

## The solution...

UP Education partnered with independent media agency, D3, and strategic technology partner, XPON, to improve its data management. D3 identified that UP's data was scattered across different systems, making it difficult to use effectively.

Together, D3 and XPON helped UP to implement Wondaris, a platform that:

- **Unified customer data** from various sources, ensuring consistency and accuracy.
- **Automated the creation and targeting of ad audiences** based on specific criteria like course, campus, and lead stage.
- **Generated dynamic ads** using real-time course information, such as start dates and availability.
- **Provided advanced analytics** to track student enrollments and measure marketing performance.

This solution helped UP streamline its marketing efforts, improve data efficiency, and ultimately achieve better results.

## The impact...

By leveraging D3's expertise and XPON's Wondaris platform, UP Education was able to advance its data maturity and achieve remarkable growth in online lead generation and advertising efficiency.

“Wondaris has been a **game-changer** for our marketing team. The platform's ability to unify and enrich our data has provided us with a much clearer understanding of our students and their needs.

**We've been able to create highly targeted audiences and deliver personalised messaging that drives engagement and conversions.**

The integration of Wondaris with our existing marketing tools has streamlined our workflows and improved our overall efficiency. We're now able to make data-driven decisions and optimise our campaigns in real-time. Wondaris has empowered us to deliver more effective and impactful marketing campaigns.



*Phil McCracken, Head of Marketing & Communications NZ*

UP Education saw significant improvements in their marketing KPIs, including:

**24%** ↑

Increase in click-through rate (CTR)

**28%** ↓

Decrease in Cost-Per-Lead (CPL)

**64%** ↑

Increase in online leads generated