

CUSTOMER TESTIMONIAL

CONNECTING STUDENTS WITH QUINNIPIAC UNIVERSITY

QUINNIPIAC UNIVERSITY

Located in Hamden, Connecticut, is a coeducational, private, non-sectarian university with about 6,500 undergraduate and 2,500 graduate students.



BACKGROUND

Quinnipiac's small staff needed a solution that would provide a better way to differentiate and connect prospective students with their university. They were looking to attract a broad range of students and improve enrollment.

CHALLENGE

Today's recruitment environment is competitive. It's critical to find vendors that address every phase of the college selection process and reach students looking to research and find the right school.

"Peterson's has such a wide reach and is a standard in graduate search and lead services. I am continually impressed with the great writers that make the setup so easy. With no additional cost for writing our program descriptions, that alone makes it well worth it. Our program profiles are expertly written with precision and creativity."

SCOTT FARBER | DEAN OF GRADUATE ADMISSIONS | QUINNIPIAC UNIVERSITY

SOLUTION

Peterson's, a global brand, has been a staple in the industry for over 50 years. Peterson's website, which sees nearly 7 million unique visitors a year and has tremendous SEO value due to its high ranking, provides Quinnipiac the digital marketing benefits that will put their university at the forefront for prospective students.

Through professionally written profiles and powerful brand exposure, Peterson's reaches students who are in the critical research phase and results in the delivery of high-quality leads, increased student enrollment, and a satisfied staff.

80,000

SEARCH IMPRESSIONS
DELIVERED IN 12 MONTHS

12%

CTR ON PROFILE PAGES

"Having a small staff juggling multiple responsibilities, we wouldn't be able to do what we do here and feel like we are staying current in the market if it weren't for Peterson's. My consultation calls with our rep are a value-added benefit and I have faith in their entire team. They are a big reason I turn to them year after year."

SCOTT FARBER | DEAN OF GRADUATE ADMISSIONS | QUINNIPIAC UNIVERSITY



LEARN MORE ABOUT DRIVING ENROLLMENT AT
YOUR SCHOOL AT WWW.PETERSONS.COM