

Case: Nyenrode New Business School

Nyenrode New Business School decided to expand its static website with a social media newsroom in May 2011. They opted for PressPage's technology.

Adwords

The Adwords campaign was discontinued in July. Consequentially, from that moment we noted a downward trend in the amount of for visitors to our website. This gave insight to the fact that the high number of website visitors per month mainly came from paid advertising. Furthermore, it can be concluded these visitors were not loyal enough to ensure "steady" returning visits.

Returning traffic

The PressPage newsroom was launched in May. From this moment on we see an increase in the number of visitors based on relevant content (not "paid bait" but "news") versus the paid Adwords campaigns of recent years. The statistics also show that the percentage of returning visitors is high, which was precisely the intent of the newsroom: offer influencers a place where they can find everything they need.

Cost reduction

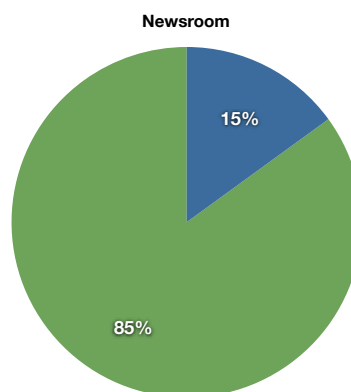
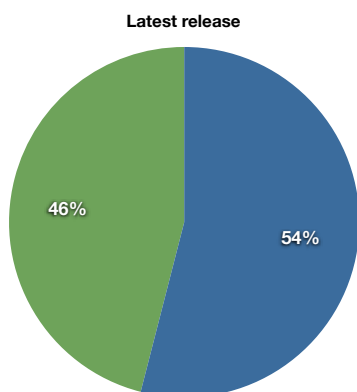
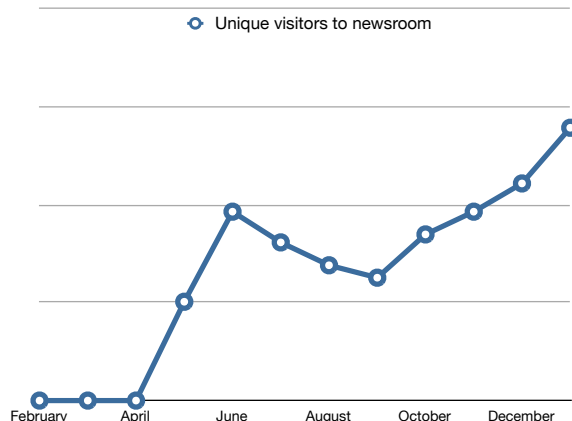
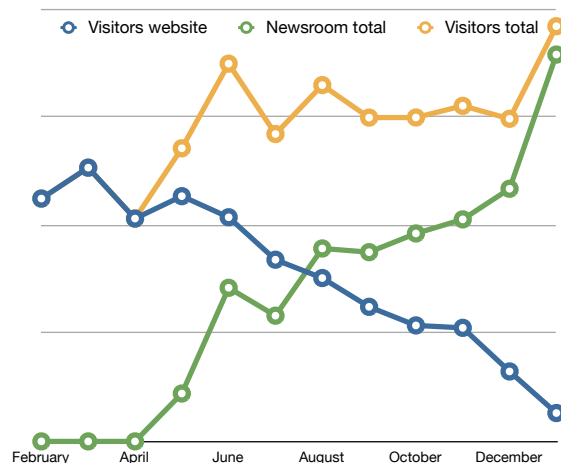
While the performance substantially improved, the monthly costs have decreased by 7%. This reduction is inclusive of monthly external (PR) advice.

Conclusion

We have gained greater and better (content) interaction with the visitor at lower monthly costs.

Nyenrode New Business School newsroom:

<http://newsroom.newbusinessschool.nl/>



● New visitors

● Returning visitors