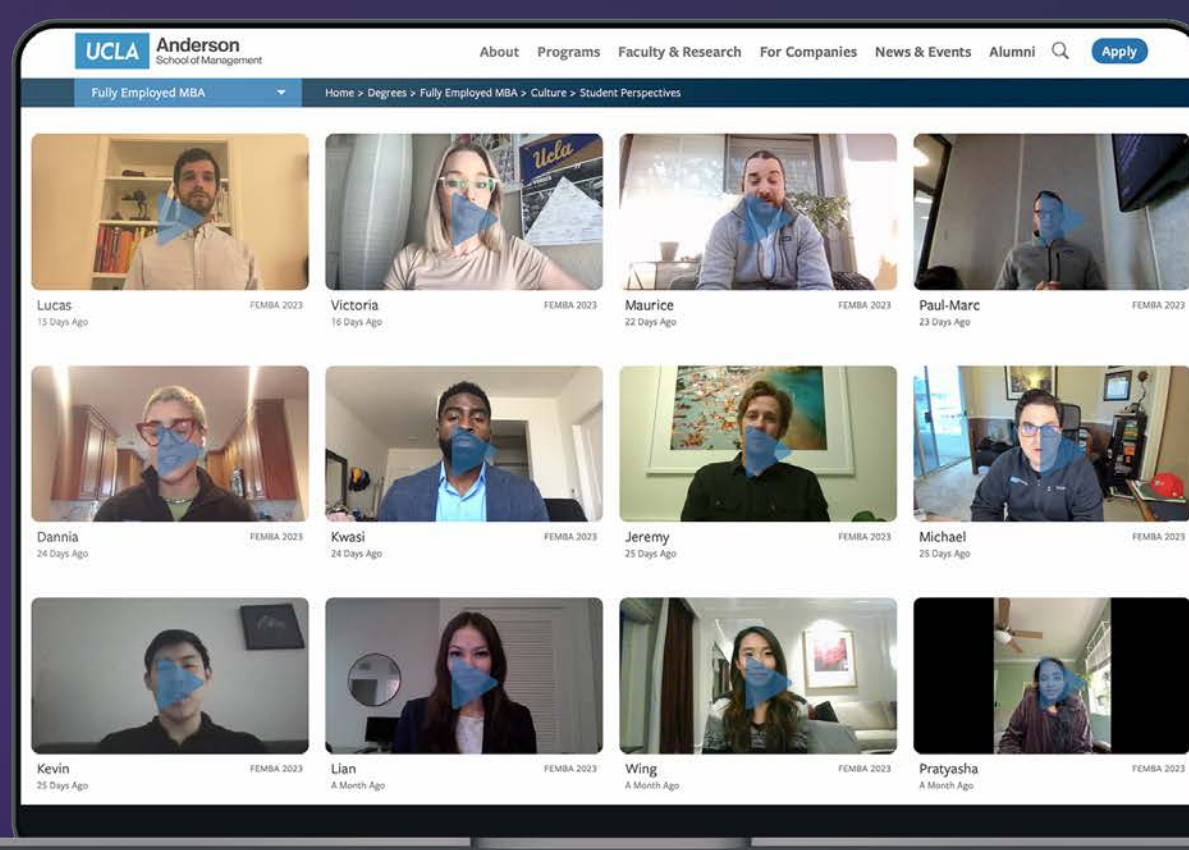


2021 Case Study:

UCLA & StoryTap

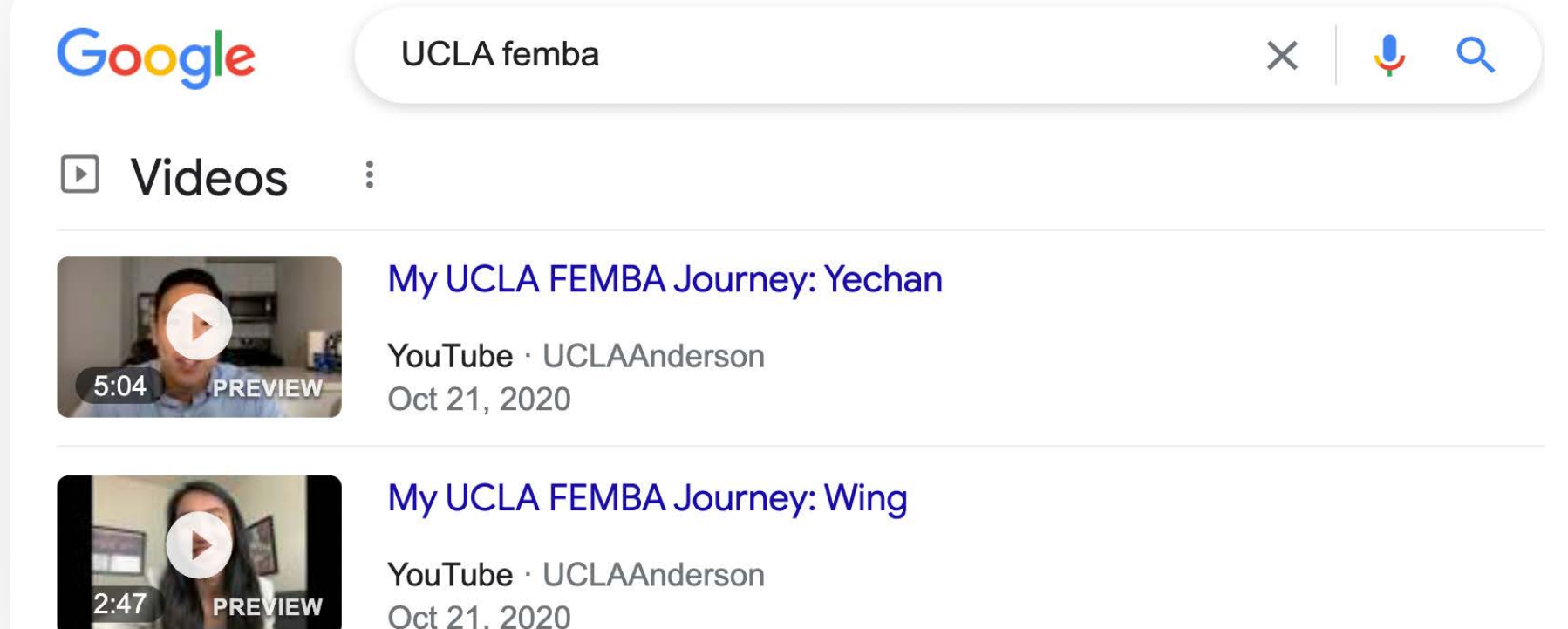


The Fully Employed MBA (FEMBA) program is a top-ranked MBA offering at UCLA Anderson. U.S. News and World Report has ranked FEMBA “#1 in SoCal” for 24 years (and counting).

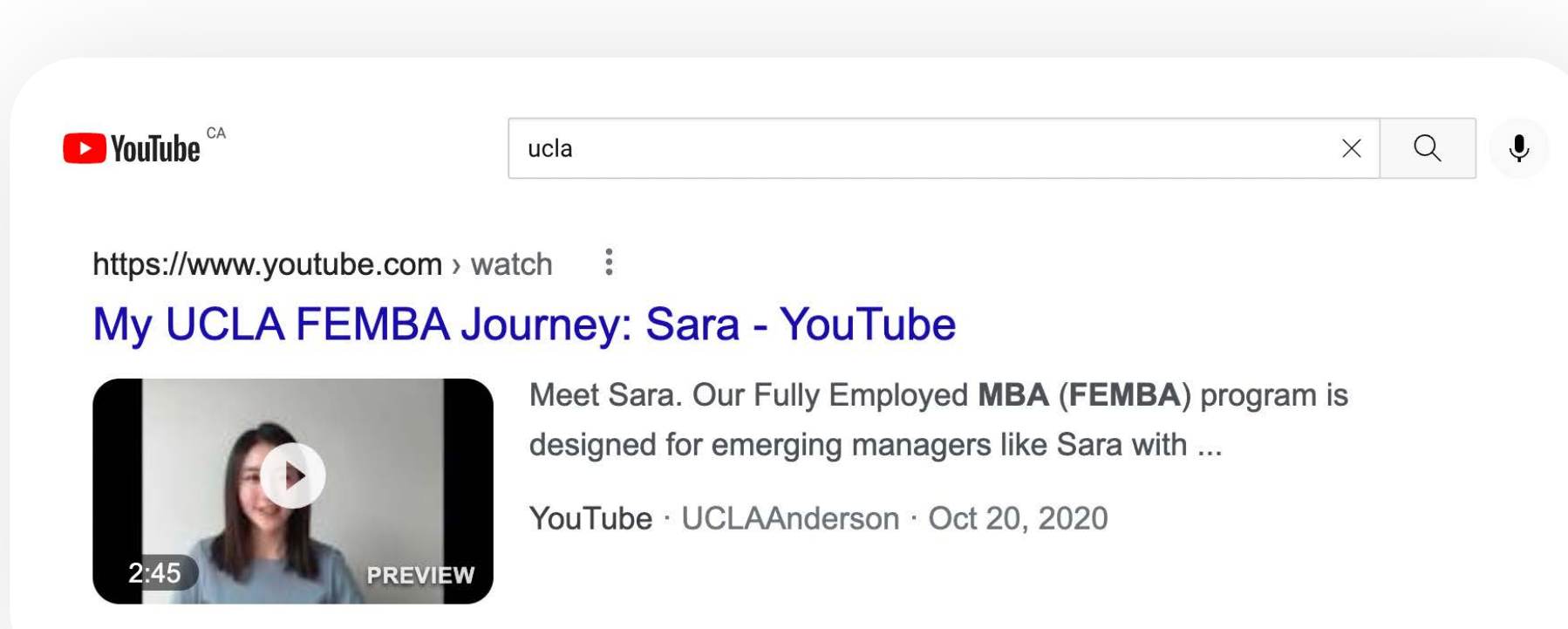
Overview

With the onset of the pandemic in early 2020, UCLA had to pivot very quickly to digital recruiting. The marketing team was eager to find a new way to engage with prospective students beyond traditional in-person recruitment strategies. Since partnering with StoryTap to collect authentic student video stories at scale, UCLA FEMBA has successfully ranked on the first page of Google search results for their video reviews. Furthermore, in under one year, these student video stories became the top playlist on UCLA's YouTube channel and **surpassed their 10,000 views goal by 79%**.

Video Reviews Ranked Google First Page



Top Playlist on UCLA's Youtube



Challenge

UCLA FEMBA was looking for ways for their current students to act as ambassadors to attract a new cohort of students to the program. With no face-to-face interaction permitted for the foreseeable future, video became an essential tool for them. UCLA FEMBA needed to find a way to collect captivating stories from students, quickly and at scale.



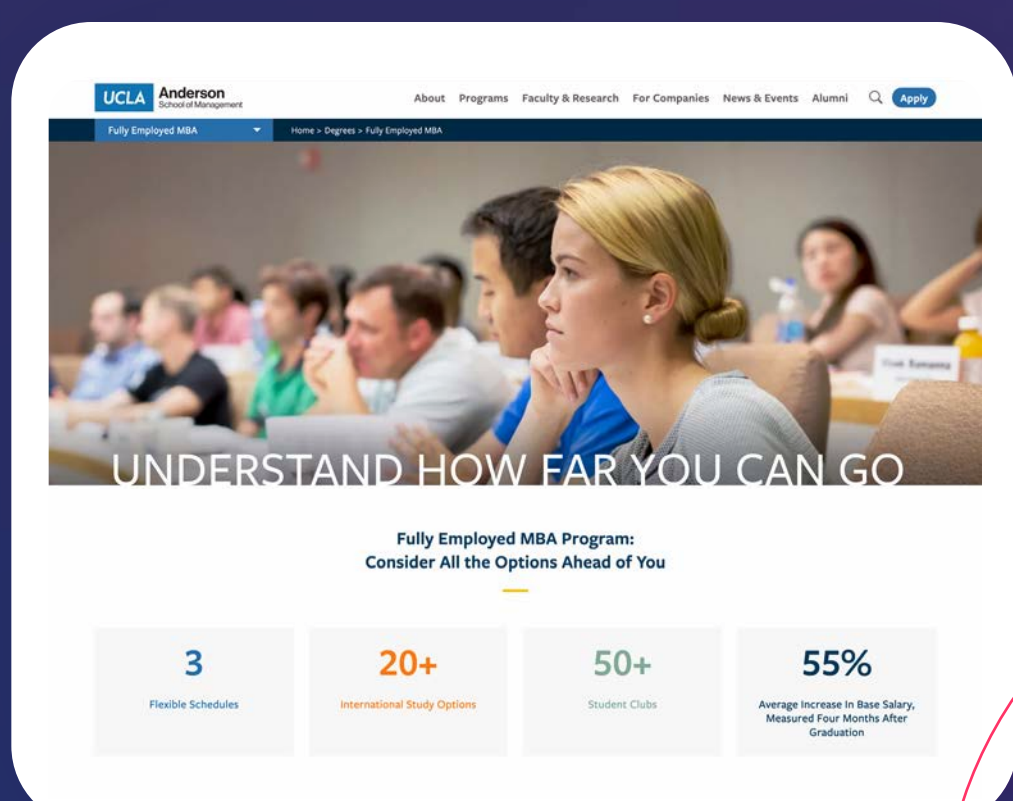
Solutions

Always a step ahead, UCLA partnered with StoryTap to help collect and curate their FEMBA student stories at scale through StoryTap's story-led video automation technology. The goal was to not only create the content quickly, but to use StoryTap's technology to distribute the unique videos to increase reach with a goal of 10,000 views. StoryTap distributed these videos through:

- Google search optimized video landing pages.
- Users sharing their videos through Facebook, LinkedIn, Twitter, SMS, and email.
- A unique playlist on UCLA's Youtube channel.
- Embedding videos on UCLA FEMBA's website through StoryTap's unique code that pulls the newest videos onto the website when available without impacting site speed.

Results

Surpassed initial goal of **10,000 views by 18,400+ views**
79% above goal, to date and continues to climb.



UCLA FEMBA's website saw a marked increase in engagement by visitors to their site within the first 2 weeks of data collection, indicating a user demand for more engaging and relevant content on the site.

Website traffic increased for returning users by **122%**

Average **Session Duration** increased by over **270%**

Decreased **Bounce Rate** by **52%**

Those who watched a StoryTap video visited more pages on the website, resulting in an increase in **Pages per Session** by **40%**

59% of StoryTap watchers went to the admissions page on the FEMBA website after watching a video within 2 clicks.

Appendix

Original Website Data

Pages/Session StoryTap Watcher	Avg. Session Duration StoryTap Watcher	Bounce Rate StoryTap Watcher	# of Sessions per User StoryTap Watcher
2.54	00:06:26	23.92%	3.29
Non - StoryTap 1.81	Non - StoryTap 00:02:23	Non - StoryTap 49.73%	Non - StoryTap 1.48