



ONCOURSE LEARNING CASE STUDY

OnCourse Learning Financial Services (“OCLFS”) is an online education provider for the mortgage lending industry for prospective MLOs and currently licensed MLOs.



Objectives

Revel partnered with OnCourse Learning Financial Services to manage paid media for the B2C portion of the business, including paid search, paid social, display, affiliate, and SEO.

OUR BENEFITS

Benefits One

55% Increase in Conversion Rate

Benefits Two

-52% Decrease in Bounce Rate

Benefits Three

34% Increase in Total Visits

Benefits Four

93% Increase in Revenue from Paid Channel



Challenges

OnCourse Learning offers mortgage courses that are specific to a user’s state, professional level, and stage of their mortgage career. In addition, OnCourse Learning acquired two well-known brands and users were still searching for these brands and being directed to the OCLFS site. This led to an organizational challenge as Revel decided how to efficiently structure paid search campaigns and determine effective landing pages.



Solutions

Determine the best way to organize paid search structure to create successful campaigns with strong returns. Revel tested splitting top revenue driving states into their own campaigns and breaking out class types into their own campaigns vs. their own ad groups.

Test keywords and ad copy that would capture users looking for OCLFS’s acquired brands and improve the landing page experience so users were not confused after getting to site. Revel utilized ad copy that messaged the acquired brand was now OnCourse Learning Financial Services and suggested landing page updates that informed the user of the name change while introducing the OnCourse Learning Financial Services brand.