

CASE STUDY

Registration
success for student
enrollment for
edtech nonprofit

npower

LAUNCHING TECH CAREERS. TRANSFORMING LIVES.

Background

NPower, an ed-tech nonprofit operating in 10 states trains over 10,000 military veterans, military spouses, and young adults with technical skills and provides a diverse talent pipeline for Fortune 500 firms including Citi, MasterCard, and Accenture.

Efforts were focused on NPower Missouri that suffered low enrollment.

Campaign

\$12,000 budget across 3 months on:

- sponsored KMOV segment (screenshot below)
- geotargeted display banners and Youtube
- connected TV ads (over 60k impressions resulted in ~200 site actions)

Results

**Highest
enrollment ever
for Missouri with
over 40
students in the
Fall 2023 cohort**



NPower
Launching Tech Careers for Young Adults

NEWS 4
GreatDay