

CASE STUDY

CALIFORNIA MIRAMAR UNIVERSITY

Harnessing Military Friendly® Programmatic Campaigns to Drive Enrollment Growth

CHALLENGES

California Miramar University (CMU), sought to diversify its enrollment pipeline by engaging the military community. Like many higher-education institutions, CMU faced the following challenges alongside the looming demographic cliff:

Declining Numbers of Traditional High School Graduates: With fewer high school seniors each year due to the demographic cliff, CMU faced shrinking pools of traditional applicants, making it harder to maintain steady enrollment levels.

Intensified Competition for Students Across Higher-Ed: Colleges and universities are vying for the same limited group of students, driving up marketing costs and requiring institutions like CMU to differentiate themselves more effectively.

Reaching and Attracting Military-Connected Learners: While the military community represents a motivated and skilled student base, CMU needed new ways to connect authentically and consistently with this audience.

Specific subgroups included:

- Transitioning service members seeking civilian career pathways
- Active Guard and Reservists balancing service commitments with education
- Veterans looking to leverage their benefits for career advancement
- Military spouses who require flexible, supportive educational options

SOLUTION

CMU partnered with Military Friendly® to launch a programmatic interest generation campaign powered by first-party data. By leveraging proprietary insights, CMU's messaging was focused across the internet to a qualified audience, delivering precision targeting beyond what traditional marketing channels can hope to achieve:

- First-party data from verified military community members
- Hyper-targeted programmatic placements across digital channels
- Messaging optimized to highlight CMU's unique value for military learners
- Continuous performance monitoring and refinements

RESULTS

The campaign delivered 7 new enrollments in a single month, producing a tremendous level of ROI compared to traditional higher-education interest-driving tactics. This success was directly attributable to Military Friendly®'s strategic approach, which combined advanced data intelligence with multi-channel marketing execution:

Audience Building: Leveraging verified first-party data, Military Friendly® identified and refined a pool of military community members who were actively exploring higher education opportunities, ensuring CMU's message reached only the most qualified prospects.

Targeted Outreach: Precision programmatic advertising placed CMU's brand and degree programs front-and-center across digital environments where military learners spend time, eliminating wasted impressions.

Nurturing Tactics: Prospects were guided through tailored touchpoints that reinforced CMU's value proposition, increasing likelihood of conversion and building long-term trust with the brand.

Creative Direction: Military Friendly® crafted compelling ad creatives aligned with both CMU's messaging and the motivations of military students, resulting in stronger engagement and click-through rates.

Campaign Optimization: Ongoing monitoring and performance adjustments ensured maximum efficiency, with budget continually shifted toward the highest-performing channels and creative assets.



"Partnering with Military Friendly® has opened incredible opportunities for California Miramar University to further connect with service members and Veterans. Since beginning our partnership, we've seen significant growth in enrollments while strengthening our ability to support military students in their transition. We greatly appreciate the support of Military Friendly® and highly recommend their partnership."

— California Miramar University

WHY IT MATTERS

California Miramar University's campaign proves that higher education institutions can overcome enrollment challenges by strategically tapping into the military community. By combining audience insights, precision outreach, and campaign optimization, CMU achieved measurable enrollment growth and a sustainable pipeline of motivated students.



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