

SUCCESS IS MEASURED IN STUDENT STARTS.

Optimize your lead generation—better results for the best value.

The value of lead generation is when leads become enrollments and then starts. And of course, you want those leads for the best value. Lead generation means more than volume—it's about quality and getting the best return on your investment. CUnet has an active user base of more than one million unique education prospects per month. But we know you don't want just any lead. You want relevant leads that have a better chance of becoming students.

CUnet combines our wide network of websites with the personal attention and expertise of our lead generation team. The dedicated CUnet team will optimize your campaign by analyzing, adjusting, and refocusing media planning around the highest performing and proven lead sources. These efforts will result in quality leads that exceed your ROI expectations.

FAR-REACHING NETWORK

CUnet and Lead Generation Networks

When you partner with CUnet, you have access not only to our network of CUnet proprietary websites, but also placement within our network of partners. We track which sites deliver the highest quality leads and manage your buy to increase your school's placement with the top performers.

SEO-Targeted Microsites

CUnet's microsites are optimized to generate leads. Based on our industry expertise, we use the right combination of targeted content, design, and forms to generate quality leads. Our network includes general college search sites such as CollegeQuest.com and CollegeandUniversity.net, as well as specialized sites like MBAschools.com. These sites offer searches and relevant content to attract visitors looking for information that aligns with your offerings.

TARGETED LEADS

Lead Screening

To ensure that your admissions counselors get only relevant leads, we continuously add new filters and remove duplicates and leads that don't meet your criteria.

ZIP Code Targeting

CUnet screens leads based on the ZIP codes you provide, delivering only inquiries that match your geographic target.

**CALL THE CUNET SALES TEAM TO SCHEDULE A CONSULTATION AND BEGIN CUSTOMIZING
A LEAD GENERATION STRATEGY THAT ALIGNS WITH YOUR GOALS.**

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