

Case Study: Insights Association

The Challenge

The Insights Association sought to amplify their IDEATOR Apprenticeship program and gain deeper website user insights to drive program growth and engagement.

Mission

- **Boost Brand Awareness:** Increase recognition and applications for the IDEATOR program
- **Website Measurement Strategy:** Develop a framework to measure website traffic and user engagement



200

Additional Applications

Applications for the IDEATOR program skyrocketed

60%

Year-Over-Year Growth

Remarkable increase in program participation

Our Impact: A comprehensive website and marketing materials refresh created a more engaging user experience for potential candidates. Valuable organizational discussions were sparked, paving the way for future marketing initiatives. Website user behavior analysis revealed opportunities for external programming consulting services, and our strategic marketing approach transformed program visibility and laid the foundation for sustainable, data-driven growth.