



St. GEORGE UNIVERSITY × MTP INTELLIGENCE | CASE STUDY

# From Signal to Business Impact

How one intelligence ecosystem — MMM, Customer Intelligence and Resident Advisor — helped every team around St. George University make better decisions, and turned a client engagement into a durable partnership.

## CLIENT BACKGROUND

# St. George University: 50 years of putting doctors into the world

St. George's University (SGU) is a private, PE-backed university in Grenada, West Indies. Founded in 1976 as an independent School of Medicine, it now spans medicine, veterinary medicine, arts & sciences and graduate programs — and is one of the largest sources of new doctors entering the US healthcare workforce, with clinical training across an affiliated hospital network in the US, UK and Canada.

**1976**

**FOUNDED IN GRENADA**

Celebrating 50 years in 2026

**150**

**COUNTRIES**

Students drawn from around the world

**25K+**

**MD GRADUATES**

Physicians produced since 1981

**\$375K**

**REVENUE PER MD STUDENT**

Tuition & fees across the 4-year MD program

**The revenue model:** tuition-driven, ≈\$375K in lifetime tuition & fees per MD student. Every application carried through to enrollment is high-stakes revenue — and August, the biggest term by volume, is where the year is won or lost.

## THE CHALLENGE

# Build the brand. Convert the funnel. Prove it to investors.

Two challenges defined the engagement — one about **who considers SGU**, one about **who finishes the journey**. Both under intense pressure from investors.

### 01



#### Build brand awareness

Grow the pool of prospective students who even see SGU as a viable option — and move them from “fallback” to deliberate first choice. Doing that requires strategic upper-funnel brand investment. SGU has historically invested almost exclusively in lower funnel tactics, with very little in awareness, leaving almost no performance data to justify the spend.

### 02



#### Convert app starts → submits → enrollment

August — SGU's biggest term by student volume — was at risk. Students were starting applications but slow to submit, and the client feared the August target would be missed, or even decline YoY, under intense investor / PE pressure. **At the of April 2026, app submits were down more than 20% YoY** due to a confluence of internal and external factors.

## THE APPROACH

# One intelligence ecosystem, three questions answered

A platform answers part of the question. An ecosystem answers all of it.



TOP-DOWN • STRATEGIC

**MMM**

**WHERE to invest**

Simulates budget allocation across the full mix — even with no historical playbook.



BOTTOM-UP • TACTICAL

**Customer Intelligence /  
MTA**

**WHO & WHAT to say**

Stitches customer-level journeys and behavior signals, first touch to app submit.



EXPERIENCE LAYER

**CBI / Resident Advisor**

**WHERE experience breaks**

Audits website content and UX layers to find where converting content is buried.

**RADaR finds the signal.** The MTP network activates on it.

# Funding a brand investment that had never been made before

1

## No history to lean on

Upper-funnel brand investment was uncharted territory for SGU — no past spend, no benchmarks, nothing to forecast from.

2

## MMM built the evidence

Simulated allocation scenarios revealed less than 10% of budget went to brand awareness — while first-time website visitors trended down. The model quantified the upside of shifting ~20% of spend into online video and audio.

3

## True Media led the conversation

Armed with the model, True Media turned a hunch into a strategic business case the CMO could take to investors with confidence.

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# \$2.7M

Brand awareness budget the CMO confidently requested — SGU's first dedicated upper-funnel investment.

THE IMPACT

# One customer-level view. Four teams making better decisions.



MEDIA — SWELL / TRUE MEDIA

**30% lower** cost per app submit

Validated the team's hypothesis that expert manual bidding could beat Google's algorithm-powered auto-optimization — and proved it in the numbers.



CONTENT / SEO — SALTWATER

**14 vs. 8** blog-driven app submits / month

Reframed SEO in the metric the client cares about: blog content now drives 14 app submits a month (since Jan 2026), up from 8 in 2025.



NURTURE — SGU STUDENT NURTURING

**2 mindsets** Emotional vs. Technical

A deep-learning behavior model segmented prospects by what they seek — connection vs. transaction — so nurture messaging speaks to each.

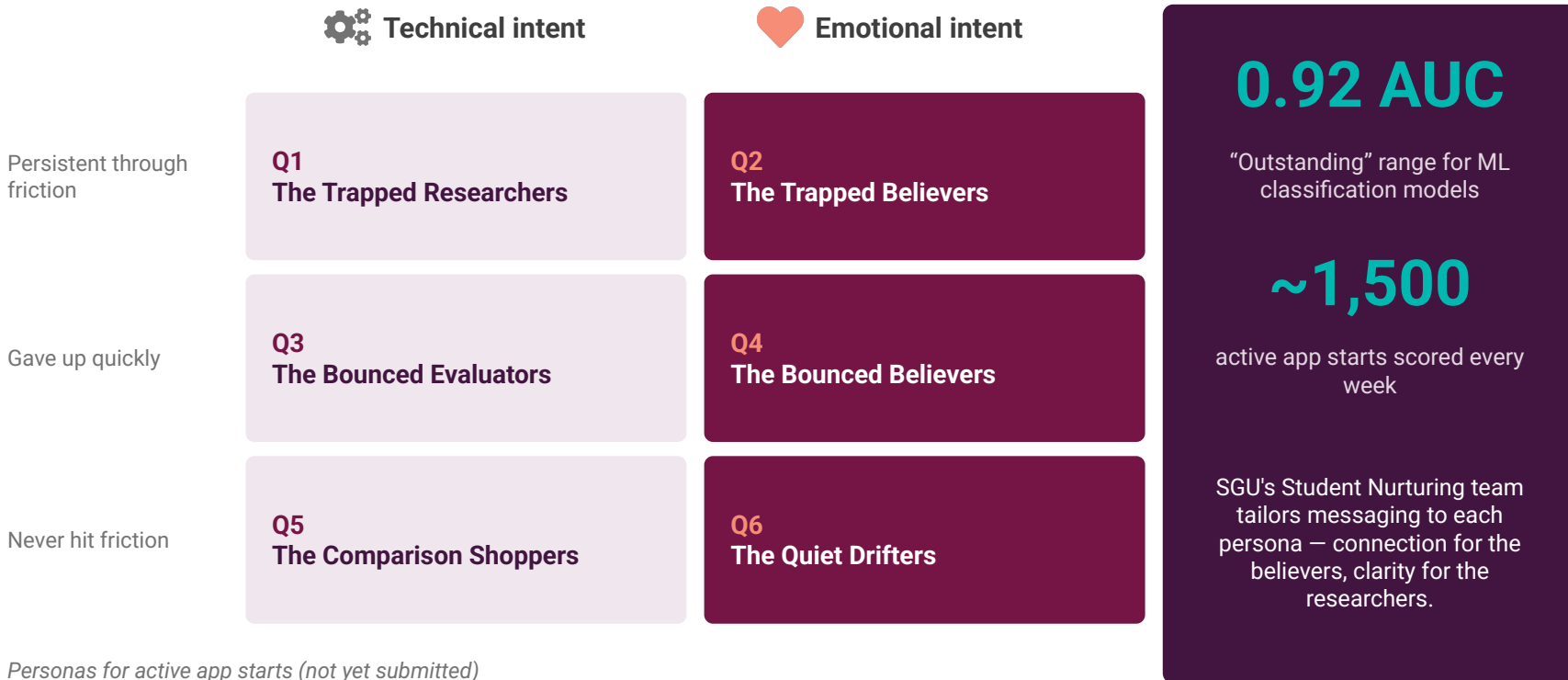


DIGITAL EXPERIENCE — SGU WEBSITE

**2× higher** app submission rate

Students engaging “Experience” content submit at twice the rate — yet Resident Advisor found it buried top-right. A UX redesign is now underway.

# Beyond clicks: quantifying emotion and determination



## THE BUSINESS IMPACT • SGU

# The term at risk became the term that grew

The client came into the year fearing its biggest term would miss — or decline.

With the MTP Intelligence suite — especially MTA / Customer Intelligence guiding weekly, persona-tailored nurture of active app starts — SGU hit its August term target and is tracking ahead of last year.

**And the relationship compounds:** SGU is now leveraging the same intelligence to support activation for the January 2027 term.

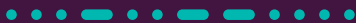
### AUGUST TERM APP SUBMITS

**+2%**  
YoY — SO FAR

compared with -20% YOY 60 days before

Target hit — and growing. The term is still open, so the final YoY lift will climb higher.





## THE BUSINESS IMPACT • MTP

# What stickiness looks like

Proven business outcomes deepened client trust — and translated directly into commercial growth for the network.

**+\$100K**

### INCREMENTAL MEDIA

Additional spend secured for the August term application push.

**+22%**

### AGENCY REVENUE, YoY

Fee increase for MTP agencies on the back of proven outcomes.

**\$2.7M**

### BRAND BUDGET UNLOCKED

Potential brand awareness investment opened up by the MMM business case.

**RADaR finds the signal.** The MTP network activates on it — and the relationship compounds.

## ONGOING ENGAGEMENT

# From project to operating rhythm

The Intelligence suite is no longer a one-off analysis — it's embedded in how SGU and its agencies run the business.



### MMM

Budget allocation refreshed on the client's planning cycle.



### Behavior model

Active app starts re-scored to guide tailored nurture messaging.



### CBI / Resident Advisor

Monitors experience impact as each website update ships.

## WHAT'S NEXT

### Advanced models for one-on-one student conversations.

Building on the behavior model to help SGU's Student Nurturing team hold meaningful, relevant conversations with each student — carrying them all the way through enrollment, SGU's final sale.