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Cole & Weber United Named Capella U's Agency of Record

Online institution, Capella University, recently named Cole Weber United agency of record.

The Seattle-based agency will manage all Capella's advertising and direct marketing work that was previously handled by multiple agencies. The university, which offers undergraduate and graduate degree programs in 89 areas of study, has already been a client of Cole & Weber's Performance Marketing Group. It will also use the agency's SMARTLead, which allows client-agency teams to monitor and analyze campaign effectiveness and optimize programs through real-time, online reporting.

"This win furthers our case for integration," said Mike Doherty, president of Cole & Weber United. "We are very good at developing strategic ideas that can be leveraged across media to achieve a client's business goals. In this case, we will be further building a differentiated Capella brand while addressing the university's lead generation, enrollment, and retention goals."

Posted by [Emily Tan](#) on 06.14.07 @ 05:12 PM | 0 comments:

