

DMS

2018 REPORT ON THE STATE OF MECHANICS AND REPAIR TECH EDUCATION DEMAND

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About the Data in this Report

The data used for this report is derived from aggregated higher education industry inquiries processed through and stored within Sparkroom performance marketing technology. [Sparkroom](#) is owned by [Digital Media Solutions](#), LLC and is used by the [DMS Digital Agency](#) and licensed by a long list of higher education marketers to centralize marketing and lead data. All conversion data is based on last-click attribution. The data has been normalized to account for changes that do not reflect inquiry generation trends, altering previously published statistics in some cases. For additional details, see the disclosure at the end of this report.

Overview

Mechanics and repair technologies volume decreased by 12% year over year (YOY) — from Q1-Q3 (January to September) 2017 to Q1-Q3 2018, while the conversion rate (CVR) increased from 5.8% in Q1-Q3 2017 to 7.3% in Q1-Q3 2018. The majority of mechanics and repair technologies inquiries in 2018 came from third-party sources, while conversions were largely from first-party sources. Mechanics and repair technologies inquiries were almost entirely for the campus format.

In Q3 2018, “Mechanics and Repair Technologies/Technician” was the 6th most popular program category, accounting for 3.6% of all higher education inquiry volume, according to the [Q3 2018 Higher Education Inquiry Generation Review](#). Ranked by Q3 2018 share of volume (SOV), Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician was the 13th most popular program and the top mechanic and repair technologies program across all degree levels.

According to the Bureau of Labor Statistics (BLS), [job growth](#) is expected for automotive service technicians and mechanics occupations. These occupations were projected to grow 6% from 2016 to 2026. The median annual wage for automotive service technicians and mechanics occupations, as of May 2017, was \$39,550, slightly higher than the median annual wage for all occupations of \$37,690. [Job growth](#) is also expected for heating, air conditioning and refrigeration mechanics and installers. These occupations were projected to grow 15% from 2016 to 2026, much faster than the average. The median annual wage for heating, air conditioning and refrigeration mechanics and installers occupations, as of May 2017, was \$47,080.

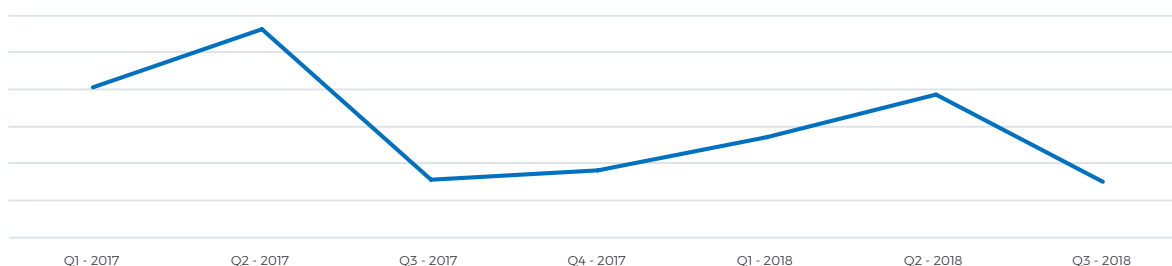
The *2018 Report on the State of Mechanics and Repair Tech Education Demand*, published by Digital Media Solutions (DMS), covers trends in inquiry generation and student acquisition activities of higher education mechanics and repair technologies programs for the period of January 2017-September 2018, with a focus on comparing 2017 distribution trends to H1 2018 (January-June) distribution trends.

This report is published as an appendix to the [Q3 2018 Higher Education Inquiry Generation Review](#).

Inquiry Volume Trends for the Mechanics and Repair Technologies Category

- Mechanics and repair technologies lead volume for the first three quarters of 2018 was down 12% from the first three quarters of 2017.
- In 2017, mechanics and repair technologies volume declined significantly in Q3 and Q4, a trend that may be repeating in 2018, with volume down 27% from Q2 2018 to Q3 2018.

**Mechanics and Repair Technologies Program Inquiry Volume –
By Quarter, Q1 2017-Q3 2018**

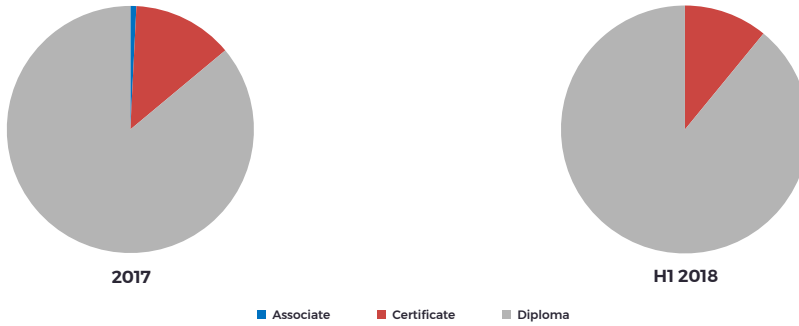


Degree-Level Distribution Trends for the Mechanics and Repair Technologies Category

- Inquiry volume for mechanics and repair technologies programs was heavily skewed toward diploma programs.
- The diploma share of volume (SOV) was more than 86% in 2017 and nearly 90% in H1 2018, with conversion rates increasing from 6.0% in 2017, to 7.5% in H1 2018. The share of conversions (SOC) also increased from 86.1% in 2017 to 88.3% in H1 2018.
- Associate programs had very little volume in 2017, with a 0.8% SOV that dwindled down to 0.2% in H1 2018.
- The certificate SOV fell from 13.2% in 2017 to 10.9% in H1 2018, while certificate program conversion rates increased from 6.2% in 2017 to 8.1% in H1 2018.
- There was no inquiry volume for higher degree levels for mechanics and repair technologies programs.

Degree Type	2017 SOV	2017 CVR	2017 SOC	H1 2018 SOV	H1 2018 CVR	H1 2018 SOC
Associate	0.78%	2.53%	0.33%	0.21%	4.12%	0.12%
Certificate	13.16%	6.19%	13.61%	10.90%	8.10%	11.63%
Diploma	86.06%	5.99%	86.06%	88.89%	7.53%	88.25%

Mechanics and Repair Technologies SOV – By Degree Level



Program Distribution Trends for the Mechanics and Repair Technologies Category

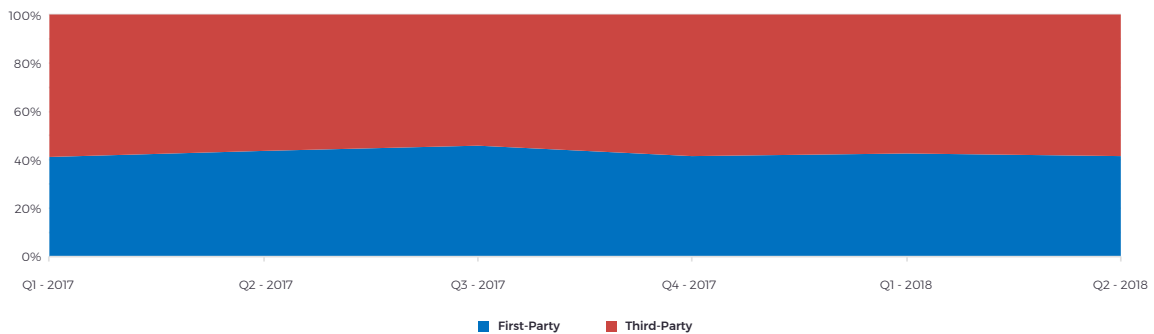
- Heating, air conditioning, ventilation and refrigeration maintenance technology/technician was the top mechanics and repair technologies program with more than 50.4% SOV in H1 2018, up from 46.0% in 2017. The CVR was up also from 5.1% in 2017 to 6.1% in H1 2018.
- Automobile/automotive mechanics technology/technician had the highest SOC in 2017 at 40.6%, but fell to the second-highest SOC in H1 2018 at 39.2%.
- Diesel mechanics technology/technician fell from a 7.9% SOV in 2017 to a 7.1% SOV in H1 2018.
- The CVRs for each of the top three programs in the mechanics and repair technologies category were significantly higher in H1 2018 than in 2017.

Top 3 Mechanics and Repair Technologies Programs (Based on H1 2018 SOV)	2017 SOV	2017 CVR	2017 SOC	H1 2018 SOV	H1 2018 CVR	H1 2018 SOC
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician	45.97%	5.05%	38.72%	50.39%	6.13%	40.86%
Automobile/Automotive Mechanics Technology/Technician	35.89%	6.77%	40.55%	34.92%	8.49%	39.22%
Diesel Mechanics Technology/Technician	7.90%	9.74%	12.84%	7.05%	12.63%	11.78%

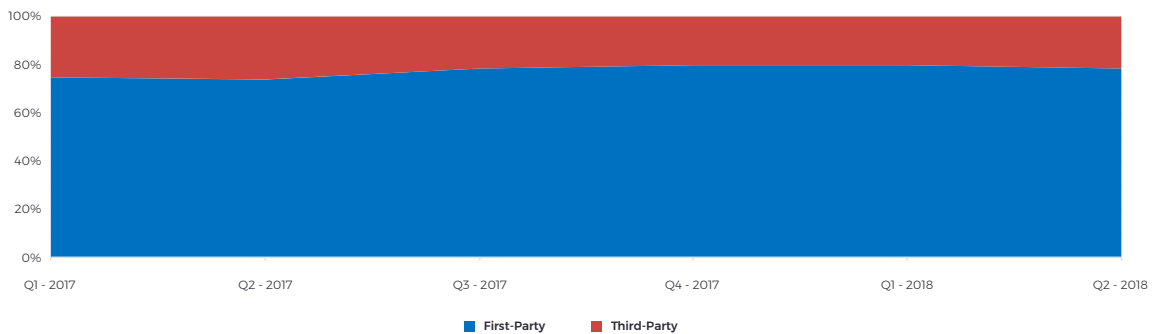
Media Channel Trends for the Mechanics and Repair Technologies Category

- While third-party media channels drove greater inquiry volume for mechanics and repair technologies programs, the majority of conversions came from first-party channels during the reporting timeframe.
- The first-party channel SOC increased from 74.9% in Q1 2017 to 78.4% in Q2 2018, while the first-party SOV increased from 41.2% in Q1 2017 to 41.6% in Q2 2018.

Share of Inquiry Volume – First-Party vs. Third-Party Leads – By Quarter, Q1 2017-Q2 2018



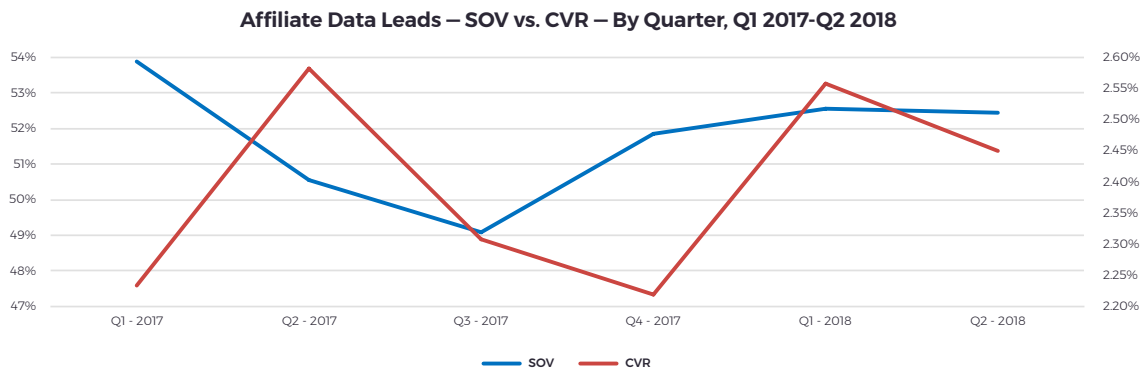
Share of Conversions – First-Party vs. Third-Party Leads – By Quarter, Q1 2017-Q2 2018



- Affiliate data leads took the dominant share of mechanics and repair technologies volume in H1 2018 with a 52.5% SOV, but this source only represented 18.6% of conversions in H1 2018, down from 20.0% in 2017.
- Internal website had a significant decline in SOV, decreasing from 27.9% SOV in 2017 to 13.2% SOV in H1 2018. The CVR increased substantially from 11.2% in 2017 to 18.5% in H1 2018.
- Conversely, PPC SOV more than doubled from 10.9% in 2017 to 23.6% in H1 2018. CVR also increased from 9.3% in 2017 to 10.2% in H1 2018.
- Social media SOV also grew, increasing from 1.6% in 2017 to 2.7% in H1 2018, but the CVR decreased from 4.5% in 2017 to 2.9% in H1 2018.

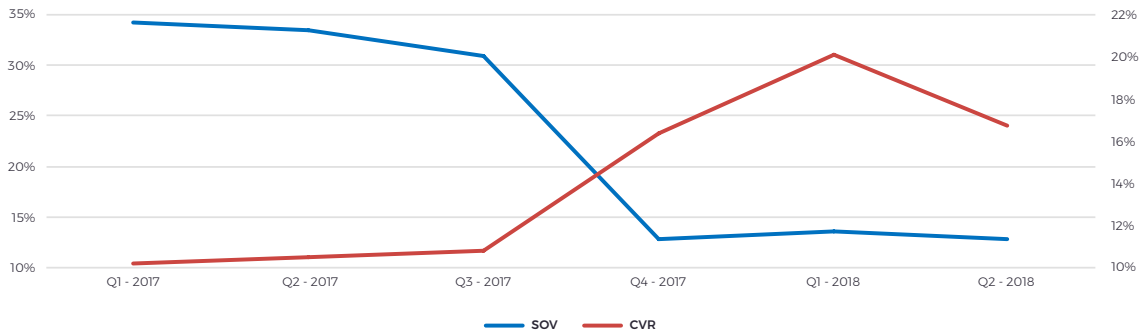
Media Channel	2017 SOV	2017 CVR	2017 SOC	H1 2018 SOV	H1 2018 CVR	H1 2018 SOC
All Third-Party Channels	56.94%	2.42%	23.08%	57.85%	2.57%	21.00%
Affiliate Data Lead	51.42%	2.32%	20.01%	52.50%	2.51%	18.60%
Affiliate Hot Transfer	2.90%	3.77%	1.83%	3.49%	3.64%	1.80%
Affiliate PPC	2.61%	2.83%	1.24%	1.86%	2.32%	0.61%
All First-Party Channels	43.06%	10.66%	76.92%	42.15%	13.26%	79.00%
PPC	10.87%	9.31%	16.94%	23.60%	10.18%	33.97%
Internal Website	27.91%	11.15%	52.13%	13.18%	18.52%	34.50%
Social Media	1.61%	4.52%	1.21%	2.67%	2.89%	1.09%
Offline Media	2.24%	14.82%	5.56%	2.28%	26.53%	8.54%
Inbound Phone	0.14%	3.30%	0.08%	0.21%	9.89%	0.29%
Display	0.17%	3.14%	0.09%	0.14%	1.64%	0.03%
Referral	0.10%	50.65%	0.86%	0.07%	58.33%	0.56%
Email	0.03%	6.98%	0.03%	0.02%	0.00%	0.00%
Event	0.00%	50.00%	0.01%	0.00%	33.33%	0.02%

- The SOV for affiliate data leads was at its peak in Q1 2017 and then fell the following two quarters before increasing again in Q4 2017.
- The CVR for affiliate data leads peaked in Q2 2017 and then fell over the next two quarters, but spiked again in Q1 2018.



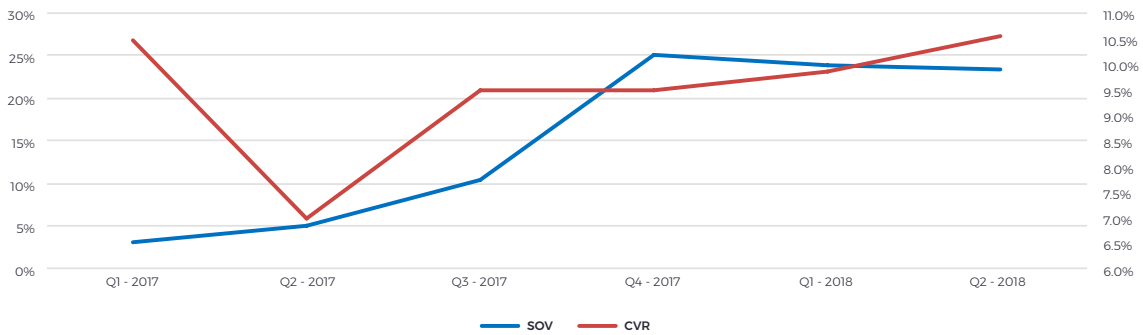
- Internal website SOV fell significantly from 30.9% in Q3 2017 to 12.8% in Q4 2017 and remained under 14% for the first two quarters of 2018.
- Conversely, the CVR for internal website leads nearly doubled, spiking from 10.8% in Q3 2017 to 20.1% in Q1 2018 before dipping to 16.7% in Q2 2018.

Internal Website – SOV vs. CVR – By Quarter, Q1 2017-Q2 2018



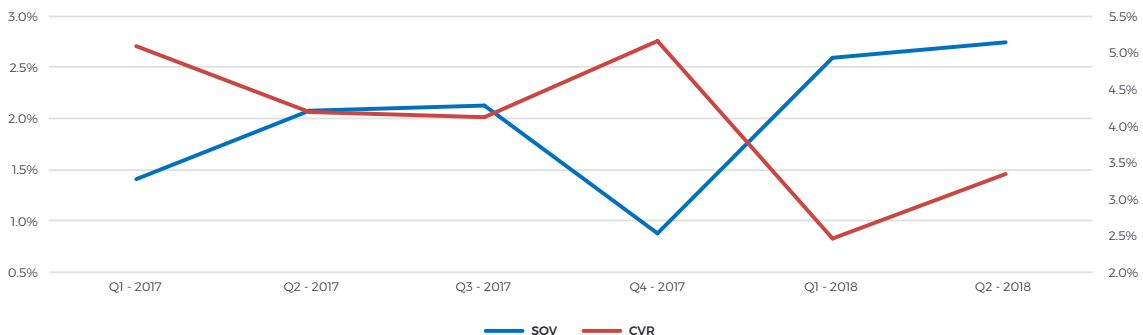
- The PPC SOV climbed steadily throughout 2017, beginning at 3.1% in Q1 2017 and increasing to 25.1% in Q4 2017. The SOV remained relatively flat during the following two quarters.
- The PPC CVR also climbed during the latter half of 2017, and the growth continued into H1 2018, increasing from 7.0% in Q2 2017 up to 10.5% in Q2 2018.

PPC – SOV vs. CVR – By Quarter, Q1 2017-Q2 2018



- The social media SOV fluctuated over the past six quarters with a high of 2.8% in Q2 2018 and a low of 0.9% in Q4 2017.
- The social media CVR also fluctuated over the past six quarters, and often displayed an inverse relationship with SOV. The CVR was highest in Q4 2017 at 5.2%, when SOV was at its lowest point, and the social media CVR was lowest in Q1 2018 at 2.5%, when SOV was at its second-highest point.

Social Media – SOV vs. CVR – By Quarter, Q1 2017-Q2 2018



Definitions & Acronyms

- ▶ **Cohort:** A cohort refers to the time period during which the lead was received. For this report, we pulled data for leads received by institutions during the period of January 2017-September 2018. If a lead was generated prior to January 2017 but converted during the reporting period, it was not included in this report.
- ▶ **Conversion:** An inquiry that achieved an application, enrollment or start milestone is considered a conversion. All conversions are measured as part of their original inquiry cohort. For example, an inquiry received in Q3 and converted in Q4 counts within the Q3 total conversions and not within the Q4 conversion count.
- ▶ **CVR:** Conversion rate
- ▶ **Degree level:** Degree level refers to the magnitude of requirements and/or time to complete a program. The highest degree level is doctorate.
- ▶ **First-party inquiry:** An inquiry generated using a school's brand directly, whether via a school's own website, display advertising, social media, offline channel or other branded source. Unless otherwise noted, pay-per-click inquiries are also in this category.
- ▶ **Inquiry:** A request for information from a student prospect. Used interchangeably with "lead."
- ▶ **Maturation:** Maturation refers to the process of leads completing their enrollment lifecycle, with a conversion at the end of that period. In general, it is assumed that it takes three months for leads to be fully mature, but a portion of leads convert after that three-month period.
- ▶ **Media channel:** The modes used to reach consumers are referred to as media channels. These include paid media channels (such as paid search and display advertising) and earned or owned media channels (such as website and email).
- ▶ **PPC:** Pay per click
- ▶ **Program:** A program refers to one program type within a Classification of Instructional Programs (CIP) group. Because higher education institutions at times use different names to refer to the same basic program, the program categorization may not precisely match a program's actual name at a school. Program requirements and components are used to assess programs and determine the best program alignment.
- ▶ **Program category:** A program category is a group of programs categorized together due to their similarities by the CIP of the National Center for Education Statistics (NCES). These classifications support tracking and reporting of program demand and performance. [Click here to view all of the CIP codes.](#)
- ▶ **SOC:** Share of conversions. Unless otherwise noted, this is calculated as a percent of all mechanics and repair technologies conversions generated for the period.
- ▶ **SOV:** Share of volume. Unless otherwise noted, this is calculated as a percent of all mechanics and repair technologies leads generated for the period.
- ▶ **Third-party inquiry:** An inquiry generated by a third-party advertiser. Pay-per-inquiry vendors/affiliates fall within this definition. Third-party inquiries come from a variety of channels, including paid and organic search, email, display and social media. The main difference between third-party and first-party inquiries is that, for third-party inquiries, vendors are controlling the media spread and message.
- ▶ **YOY:** Year over year

About Digital Media Solutions

[Digital Media Solutions](#) (DMS) is the fastest-growing independent agency focused on performance marketing. We help our clients accelerate growth by deploying diversified and data-driven customer acquisition solutions that deliver scalable, sustainable and measurable marketing results. Our performance marketing, digital agency and marketing technology solutions connect the right consumers with the right offers at the right time to achieve the marketing objectives of our clients. At DMS, we are continually innovating to provide new and emerging media and technology solutions that minimize waste and maximize results across the most competitive industries.

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Data Disclosure: The data in this report is comprised of a set of inquiries processed by Sparkroom performance marketing technology during the period of January 1, 2017 through September 30, 2018, utilizing aggregated data normalized to remove all school-specific information and trending.

Ideal for marketers focused on driving results through online channels, [Sparkroom](#) is the campaign management technology used by the DMS Digital Agency, but it was built for self-service campaign management and is designed to help marketers grow while controlling their cost of acquisition.

The full dataset includes more than 30 unique inquiry buyers, almost 1000 campus locations and almost 3000 programs. Data was aggregated into standard categories/subjects using the CIP classification system. Inquiries processed by Sparkroom performance marketing technology are derived from a variety of sources, with approximately one-half coming from third-party channels and one-half from branded marketing efforts, such as school websites, paid search campaigns and social media campaigns. Because school demand plays a factor in inquiry generation, there is the potential for related bias within the report findings.

Data was pulled on October 22, 2018. Although lead cohorts continue to mature indefinitely, we assume cohorts to be mature after a period of 90 days. Therefore, the Q2 2018 lead cohort was considered fully mature on September 30, 2018.

This data is provided for informational purposes only. While every attempt is made to ensure accuracy, errors may arise.

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