



## Higher Education

This higher education client is a top accredited private College located in Pennsylvania, providing 69 majors and 103 minors and concentrations for both undergraduate and graduate studies.

Able to influence over **11,300** events on the site

### Key Demographics



**Adults 17-25**  
Parents of adults 17-25



**Pennsylvania**  
Harrisburg, Lancaster, Lebanon, York DMA  
Reading/Lehigh DMA  
Philadelphia DMA  
New Jersey DMA  
New York DMA

### Tactics



**Billboards Displays**  
Static  
Digital  
Aerial Beach Banner



**Addressable Display/Mobile**

**Addressable Video/OTT**

**Site Retargeting**

**Targeted Email**

**Facebook/Instagram Paid Ads**

### Execution

#### Addressable Display/Mobile Ads:

We uploaded first party/internal data into our ad server. After uploading, our ad server used public plat data and other public data sources to put a “geo-fence” around each prospect’s property. This allowed us to directly serve users ads.

#### Addressable Video/OTT:

We used the same “Addressable” technology, beyond user’s display and mobile ad inventory, by also capturing their video inventory through all of their smart devices (OTT devices, short-form video across phones/tablets/etc.).

#### Site Retargeting:

Utilizing retargeting pixels in tandem with Google Tag Manager, we were able to retarget prospective students based upon what page they entered and exited the site on. Further, our retargeting pixels utilized cross-device technology that allowed us to report how many times a user returned to the site through retargeting efforts, no matter the personal device.

### **Targeted Email & Responder Data Files:**

Targeted email was utilized along with collecting the first name, last name, and street address of each user who opened and interacted with the email deployments to create a responder data file. We were then able to grow the college's internal pool of prospective students for their graduate programs through the collection of the responder data files. Further, we were able to utilize addressable geo-fencing and social media advertising to target the responder data file and keep the college top of mind to these prospective students.

### **Facebook/Instagram:**

Utilizing the responder data file from the targeted emails, we ingested each file into the targeting criteria for the corresponding graduate programs to retarget on an additional platform in hopes to push students further down the funnel and keep the college top of mind. Subsequently, we created a lookalike audience of each data file to serve ads to users with similar online behavior in hopes to increase the college's pool of prospective students and targeting data.

### **Goal(s)**

Continued support of the college's existing efforts for consistent visibility and drive the enrollment and engagement of new undergraduates and graduate students.

Keep the college top-of-mind towards students they currently have in the "conversion funnel", and also target closer, regional prospective students.

Increase awareness of in-person campus visit date(s).

### **Results**

#### **Increase in in-person/virtual visits:**

After utilizing dynamic creative that advertised dates for virtual and in-person visits, the college saw a significant increase in attendance.

#### **Increase in overall unique sessions/returned visits:**

Through our retargeting methods, we were able to influence over 3,300 returned users to the site throughout our retargeting efforts over a 4-month timeframe.

#### **Increased Actions on the site:**

Utilizing Google Tag Manager, we were able to track "events", or clicks by users on the site. Through Target Media's direct paid media efforts, we were able to influence over 11,300 events on the site over a 4-month timeframe. These events included clicks to open-house/virtual visits, form submissions, etc. The last 3 years have placed in the top 5 in the college's history in regards to class enrollment size, and also a higher conversion rate for deposits.