



CASE STUDY

Higher Education

This higher education client is a Catholic university located in Maryland. With a rich tradition lasting several centuries, it is one of the oldest Catholic universities in America. They strive to cultivate a community of learners formed by faith, engaged in discovery, and empowered for leadership in the Church, the professions, and the world.

40% increase visits to the campus year-over-year

Execution



Women 35-54

With teenagers 15-18 years old
Household Income >\$75,000
Teens 16-18



Maryland

Pennsylvania, Virginia, New Jersey, and Delaware

Tactics



Cable TV

Static Outdoor Billboards



Cross Device (Mobile, Display, Video)

Pre-Roll Video

Gmail Sponsored Promotions

Facebook/Instagram Paid Ads

Goal(s)

Target Media was employed to create an enrollment driven campaign to build brand awareness, increase visits to the campus through Open House sessions, and increase the number of completed applications.

Results

The overall campaign is directly credited for creating a 40% increase visits to the campus year-over-year and increasing total completed applications.

The best performing platforms in the campaign were social media and Gmail Sponsored Promotions (GSP). On Facebook and Instagram, the click-through rates (CTR) consistently performed at least 35.6% above the national average CTR of 1.18%. GSP saw high success in users opening the advertisement and being directed to the website to learn more about the University. The GSP has a recorded open rate of 13.96%, which is above the expected 5-9%, and a click-through rate of 1.86%.