

OVERVIEW

Client

Community College

Campaign Length

Six weeks

Geography

East Coast

Total Investment

\$15,000

Objectives

Increase recruitment and applications.

Products Used

Device ID and Addressable Streaming TV

RESULTS

1.6k

Post-engagement conversions

6.1k

Unique website visits

9.2k

Tracked campus visits

STRATEGY AND SOLUTIONS

- We implemented a multi-channel strategy to increase recruitment and applications by driving qualified web traffic and boosting intentional campus visits.
- Geo Fencing targeted community colleges, high-traffic areas, and specific campus buildings, allowing us to reach prospective students and track purposeful engagement.
- Banner ads encouraged immediate applications, while Addressable Streaming TV showcased relatable student experiences on campus.