

Public Education Program Case Study

STATE DEPARTMENT OF EDUCATION

CONTEXT



CAMPAIGN LENGTH

Six months



GEOGRAPHY

Southwest U.S.



INVESTMENT

\$1,100,000



SOLUTIONS

Programmatic Display,
Streaming TV 60/40,
Programmatic Video, Facebook,
Search Engine Marketing (SEM)

PRODUCT SELECTION

We used video ads on Streaming TV and Programmatic Video to build credibility and quickly convey complex information. Ads were targeted to reach key audiences, with 20% of impressions aimed at Spanish-speaking individuals. We followed up with Programmatic Display, Facebook ads, and retargeting to boost adoption, while SEM captured searchers looking for similar benefits.

ADDING DIGITAL TO A PEP CAMPAIGN

To close this Public Education Program (PEP) opportunity, the association needed to demonstrate, through our team, that it could provide:

1. Maximize budget effectiveness through precise audience targeting to reach eligible individuals.
2. A strategy that compliments and amplifies the impact of the broadcast advertising.

RESULTS

- Halfway through the first campaign, they increased profits by 40% more than originally booked.
- Delivered over 500,000 total visits to the website.
- PEP client was so pleased with results that they booked campaigns for two other programs as well.

WHY US

Complete Before, During, and After Sales Support

Pre-Sale Training and Strategy

- Our team worked alongside this association and the client to ensure campaign success through creative reviews, audience targeting, and optimizations.
- Discovery meetings to identify needs and strategize.
- Pre-sales calls to review proposals and answer questions.

Creative and Reporting

- Creative design and regular refreshes to maintain high performance.
- Monthly reporting calls and custom reports focused only on the key metrics this client cares about.
- Live, 24/7 dashboard access.

Optimization and Improvement

- Identify new audiences and strategy opportunities.
- Frequent optimizations based on the client's KPIs.
- Monthly suggestions for performance enhancement.