



EDUCATION CASE STUDY

HIGHER EDUCATION – UNIVERSITY

CLIENT BACKGROUND

Campaign Length: Four months

Geography of Campaign:
The Entire U.S.

Retail Campaign Monthly Investment:
\$2,240

STRATEGY AND SOLUTIONS

A university wanted to increase awareness and participation in the Grant program, designed to help eligible alumni further their education. The school already had a qualified list of students who met eligibility criteria but needed a precise way to re-engage them with the opportunity.

To maximize impact, we activated a Site Retargeting campaign with a First-Party Data audience, leveraging the university's existing student list to deliver targeted advertisements directly to this high-intent audience. Rather than relying on a broad demographic or interest-based targeting, the strategy focused exclusively on individuals who had already demonstrated eligibility and interest. This ensured messaging reached the right audience with accuracy, minimized wasted impressions, and streamlined delivery.

By using verified, First-Party Data, the campaign eliminated unnecessary targeting layers and concentrated the budget on the most likely converters—alumni positioned to take immediate action. It also allowed us to make the creative messaging custom-tailored to the desires of this very specific audience.

OBJECTIVE OF CAMPAIGN

Re-engage former students of the university's scholarship program to apply for, and enter their new Grant program.

PRODUCTS USED

Programmatic Display with Site Retargeting and First-Party Data Targeting.



RESULTS

The precision-driven approach delivered measurable engagement and strong performance.

- 303 post-view conversions.
- 326 post-click conversions.
- 0.29% click-through rate (CTR), significantly outperforming industry benchmarks.
- Even delivery across the full campaign, ensuring visibility without performance drop-off.

303

POST-VIEW
CONVERSIONS

326

POST-CLICK
CONVERSIONS

0.29%

CLICK-THROUGH
RATE (CTR)