



# CASE STUDY

## COLLEGE ADMISSIONS

**COMMUNITY COLLEGE SEES .17% CLICK-THROUGH RATE (CTR) FROM TOP OF FUNNEL AWARENESS CAMPAIGN**

### SOLUTION

We recommended pairing Display, Device ID, and Email to capture top of funnel awareness. Through display and email, we behaviorally and demographically targeted education seekers in the client's state. The campaign also targeted local businesses potential students might frequent via Device ID.

### THE RESULTS

The campaign achieved an overall click-through rate (CTR) of **.17%** through Display and Device ID and saw over **1,700** clicks from the email campaign.

### THE FINDINGS

Branding and awareness campaigns can help spark interest, create a need or meet one. The reports generated from Device ID provides granular insight into the target audience and adding email to the campaign helps drive users down the sales funnel by targeting them with the right message at the right time.

### THE DETAILS



#### INDUSTRY

Community College  
Admissions



#### CAMPAIGN LENGTH

Two Months



#### OBJECTIVE

To generate branding and awareness of the institution's online course availability, as well as to increase overall enrollment for their upcoming semesters.



#### CHALLENGE

The client faced a sizeable amount of competition with an increasing number of educational institutions moving upcoming courses online.

