University earns 425 leads and over $1 million in Est'd tuition

INDUSTRY	**PRODUCT**	**ADVERTISING SOLUTION**	**CAMPAIGN LENGTH**
Education	University Enrollments	Device ID	Five Months

Objective

The client's main campaign goal is to drive leads, qualified student applications and enrollments.

Challenge

Reaching qualified student applicants and tracking success with advertising efforts.

Solution

We have and continue to advertise display ads with our Device ID targeting to custom ZIP codes in relevant neighbourhoods and locations to reach prospective undergraduate and post-graduate students.

Results

Over five months, the campaign has driven an average of 85 applicants per month and 41 accepted students. The average student spends over $40,000 during their time at the university - a huge return on investment and more than $1.6 million in estimated tuition.

Key Findings

Device ID ads can serve a precise audience and offer CRM match back reporting to determine better ROI on the campaign.

*CRM match-back reporting does incur an additional cost, dependent on the audience size.