

CASE STUDY: EDUCATION

University targeted devices seen at competing colleges about their MBA programs.

Included multiple display ad sizes.

Local University ran a short 3-week campaign targeting devices seen at competing colleges and university.

Targeting tactics focused exclusively on devices seen at specific targeted list of competing colleges and universities. Ad messaging was around their MBA program awareness and were hoping to reach existing college students in undergraduate programs. This was a short three-week campaign that ran in January.

Budget: \$2,500

Impressions Contracted: 250,000

Impressions Delivered: 280,769

Creatives: Multiple display ad sizes

3 week

Conquering
campaign

0.18%

CTR

500+

Clicks