

# CASE STUDY: EDUCATION

College wanted to promote their prestigious MBA program to recent college graduates.

Utilized multiple display ad sizes.

**College ran awareness campaign targeting recent college graduates about their prestigious MBA program.**

Primary campaign goal was clicks and directing viewers to the graduate school questionnaire. Targeting tactics included audience targeting toward users aged 25-34 within a 50-mile radius of the school, contextually targeting users reading about higher education, and geo-fencing to relevant workplaces in the area. Additionally, client wanted to reach a large general audience with run of network (RON) to cast a wide net and allow optimizations to capture new potential audiences.

Impressions Delivered: 840,000+

Creatives: Multiple display ad sizes

**840K+**

Impressions

**0.14%**

CTR

**1,251**

Clicks