

# CASE STUDY: SEMINARY

**Seminary wanting to increase enrollment and generate donations using a 2-month long display campaign.**

Targeting tactics included audience targeting to known Catholics with HHI \$100K+, charitable donors and donors that are Catholic or align with Catholic views, within the St. Louis DMA.

Budget: \$3,000

Impressions Contracted: 300,000

Impressions Delivered: 359,029

Creatives: Multiple display ad sizes

Local St. Louis area seminary wanting to increase enrollment and generate donations.

Included multiple display ad sizes.

**0.21%**

CTR

**600+**

Clicks to  
website

**0.11%**

Above Industry  
Standard