



EDUCATION

TRENDS IN EDUCATION

- College students spend an average of 34 hours per week online, eight hours more than the average U.S. adult. This means the target can be easily reached through digital advertising
- 98% own a smartphone, 55% own a tablet, 55% own a smart TV, and 92% use a video streaming service
- 73% use Facebook, 68% use Instagram, and 37% use Twitter
- 89% use an audio or music streaming service. 35% use Pandora, and 50% use Spotify.
- 96% of American students 18+ have been financially impacted by the pandemic and 32% have needed to cut back on non-retirement savings, like college tuition or money saved for other major purchases (Source: The Harris Poll)..

Sources: MRI, Harris Poll

TARGETING TO CONSIDER

Below are some targeting options for the education vertical. Display, native, and video assets can be used to execute this targeting. Adjust targeting based on campaign goals and target audience.

- **Audience Targeting** – Parents (toddlers, teens, young children), Education & School Seekers, Graduate School Seekers, College Students. Find users who have shown a behavior or interest in education or those looking for education opportunities.
- **Contextual Targeting** – Education, College, Graduate School, K-6, 7-12. Reach users who are reading and consuming content about education.
- **Run of Network** – Expand the plan's reach while also having the ability to optimize quickly and efficiently.
- **Retargeting** – Re-engage users who have already shown an interest in the advertiser.