

PROGRAMMATIC CASE STUDY

MULTI CHANNEL CAMPAIGN: EDUCATION

OVERVIEW & SOLUTIONS

Client was looking to increase awareness of the college and increase form submissions across a variety of programs.

Campaign consisted of 3 channels: search (YouTube), social (Facebook, LinkedIn), and programmatic (video, audio, and display).

Target 3 DMAs with a variety of creative promoting the different programs.

Used audio PMPs, YouTube videos, and CTV placements to reach prospective college students.

910K+

Video/Audio
Completed
Views/Listens

LEARNINGS & THE RENEWAL

6-month campaign renewal was secured based on performance and strategy.

Flexible budgets (vs budgets broken out by program) lead to more consistent results. Flexible budgets will also be used in the renewal.

Facebook outperformed LinkedIn and was kept on the renewal. Performance on Facebook overall was within the goal range, with only one ad set being an outlier.

\$252

Facebook eCPA*