

University in Colorado Drives 13,000+ Campus Visits Using CTV



OVERVIEW

Strategus collaborated with a public university in Colorado for the 2022-2023 academic year to enhance web traffic during the critical application and enrollment cycles. The university typically conducted campaigns during fall to boost awareness for applications and again in spring for enrollment.

The media mix varied between Online Video, Display, and Connected TV (CTV) based on the month, requiring Strategus to remain adaptable. In the fall semester of 2022, Strategus served 11,885,122 impressions, resulting in 1,207,963 web conversions and 13,494 campus visits.

THE OBJECTIVE

- Drive Website Traffic
- Increase Applications
- Increase Enrollment

KEY RESULTS

13,494

Campus Visits

1,207,963

Total Web Conversions

20,227

Application Webpage Visits

THE STRATEGY

Advertising directly to high school students is tricky due to regulations protecting underage internet users. In order to still target these audiences effectively, Strategus leveraged third-party data on households with college-bound students and served a mix of media including Online Video, Display, and CTV. The campaign was structured according to the university's annual media calendar dictating what tactics and channels to use for each month. In addition, Strategus supported the client's custom reporting needs outside of our Reporting and Analytics Portal by establishing a custom reporting process that automatically sent daily reports to the team.

Over five months, Strategus leveraged third-party data audiences, site retargeting audiences, and look-a-like audiences to raise brand awareness and connect to students interested in college. Along with some audience restrictions, the campaign only ran in Western and North-Central Colorado. Even though Strategus could not target them directly, we were still able to get in front of students via the biggest screen in the house through their proprietary CTV Cross-Device Retargeting strategy. Ultimately, through a strong pairing of tactics and channels, Strategus drove 1,207,963 web conversions, including 20,227 visits to the university's online application page, and 13,494 in-person visits to the university's campus.