

INDUSTRY: Higher Education

GOAL: Build Brand Awareness, Website Visits


University Increases BRAND AWARENESS AND SITE TRAFFIC WITH STRATEGUS



5,536
POST-VIEW
WEBSITE
VISITS



1,395
CLICKS



1,238
AAI
ATTRIBUTIONS

OVERVIEW:

A state university wanted to stake their claim as a potential choice for higher education among their target audience: Qualified high school juniors and seniors as well as their parents, guardians, and influencers. Strategus partnered with the university on a CTV campaign with Encore display retargeting focused on out of state markets in northern California.

THE CHALLENGE:

This campaign was the university's first foray into OTT. They had historically run more traditional digital media up until this campaign and wanted to experiment with this new tactic to build awareness. In their traditional advertising efforts, they weren't able to effectively measure the ROI of their marketing efforts as they couldn't connect their linear TV ads to conversions. They also couldn't specifically target people under the age of 18 due to advertising restrictions.

THE SOLUTION:


Strategus created a strategy to build awareness with a 10 week flight using a blend of CTV ads, retargeting, and Full Episode Player (FEP). By leveraging FEP and Strategus' proprietary Encore Omnichannel Retargeting, we were able to deliver the client's ads on "clickable" devices. The solution used to reach the parents and influencers was a little different than the strategy used to reach the prospective students. Let's break it down:

1. The parents, guardians, and influencers were reached via the largest screen in the home (the CTV)
2. Teens tend to stream on their laptops, gaming consoles, or mobile devices. Therefore, the prospective students were targeted using FEP with an increased bid frequency on the ads served on these devices.

TARGETING:

- **3rd Party Audience Targeting:**
 - Households with children ages 16-19
 - Interest in college
 - Households expecting a high school graduate in the next 12 months
- **Display Encore Retargeting:** retargeted users who previously viewed the client's CTV ad with (another) CTV ad and a Display RT ad (included a call-to-action message).
- **Website Retargeting** – retargeted users who visited the client website with CTV and Display ads
- **Geotargeting to Northern California Region**

THE SUCCESS:



Strategus incorporated Post-View Website Visit Attribution coupled with After Ad Influence to measure consumer behavior and interaction with the university's brand online following ad exposure. In just 10 weeks, Strategus tracked 5,536 post-view visits, 1,395 clicks, 97% CTV VCR, and 1.63% FEP CTR. Even more excitingly, AAI generated 1,238 attributions using keywords like, "college", "student", and "visit" that showed up in their online URL stream after exposure to the client's ads. Thanks to this success, the university has since renewed their campaign with Strategus and added a 2nd campaign targeting in-state prospective students.

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connect@strategus.com

720.259.0482