

Overview

Campaign Focus

Admissions/Enrollment

Campaign Length

3 Months

Objectives

Admissions enrollment and open house attendance.

Products Utilized

- Device ID/Geo Fencing
- Email Marketing

Results

Impressions

115,862

Email Opens

24,255

Clicks

3,194

Physical Visits

120

Strategies & Solutions

- We recommended Device ID/Geo Fencing and Email Marketing to target users who are seeking educational opportunities in a specific geographical location.
- Campaign optimizations were made throughout its entirety to increase physical foot traffic to the institution's main campus and increase attendance for open house events.