

Case Study for University Admissions

Background

The Stockade Group has partnered with a revolutionary digital targeting tool that focuses online advertising to households based on their Internet Protocol (IP) addresses. It integrates off-line household information with IP data to produce extraordinarily effective targeting segments that contain only qualified prospects. This proven process delivers the most relevant online advertising to a clients true audience, growing lead conversions and revenue online and off.

Business Situation

The client, a mid-sized for-profit university located in the western United States was looking to increase the number of applications for undergraduate admission, while reducing cost per applicant. The client integrated a targeting platform as part of larger outreach campaign that included both direct mail and email. This combined campaign targeted households of approximately 14,000 likely students who were modeled based on ACT / SAT score, location and high school graduation date. Students were delivered ads with appropriate scholarship offers based on their ACT / SAT scores.



Measurable Client Results

They were able to use a match-back analysis to match targeted students to applicants, providing the client with a high degree of visibility into campaign efficacy and ROI. Students who received IP targeted ads were 35% more likely to apply for admission. The incremental marketing cost for these additional applicants was less than ½ of the cost of the direct mail and email campaign.

To learn more about how The Stockade Group can improve your results, while lowering cost please contact us at Info@stockadegroup.com.

