

# CASE STUDY: EDUCATION

College targeted devices seen at high schools within a 50-mile radius.

Included multiple display ad sizes.

**Local College ran a 4-month campaign targeting local high schools.**

Targeting tactics included site retargeting, awareness to parents of high school students in the DMA as well as devices seen at high schools within a 50-mile radius of the college.

Budget: \$13,500

Impressions Contracted: 1,466,667

Impressions Delivered: 1,479,740

Creatives: Multiple display ad sizes

**4 Mo.**

Targeted  
Campaign

**0.15%**

CTR

**2,200+**

Clicks to  
website