

EDUCATION

TRENDS IN EDUCATION

- College students spend an average of 34 hours per week online, eight hours more than the average U.S. adult. This means the target can be easily reached through digital advertising
- 98% own a smartphone, 55% own a tablet, 55% own a smart TV, and 92% use a video streaming service
- 73% use Facebook, 68% use Instagram, and 37% use Twitter
- 89% use an audio or music streaming service. 35% use Pandora, and 50% use Spotify.
- 96% of American students 18+ have been financially impacted by the pandemic and 32% have needed to cut back on non-retirement savings, like college tuition or money saved for other major purchases

Sources: MRI, Harris Poll

TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting.

- **Audience and Demo Targeting:** Target ads to parents, educators, or recent college graduates. Find users who have shown a behavior or interest in education. This can include segmentation by grade level: Pre-K, K-6, 7-12, trade schools, college, and graduate school.
- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content about education (can segment by grade level) or insert native articles next to relevant content.
- **Geofence-Conquest-Device Match-Look Back Targeting:** Geofence specific schools or events by targeting devices seen there via GPS location data. Target devices that match direct mail or email lists.
- **Streaming Television (OTT/CTV) and Streaming Audio:** Create brand awareness with :15 and :30 video and audio messages targeting audiences based on shows, videos, podcasts, and music they consume.
- **Social Media:** Create display and video messaging on social media to reach desired audiences by age and demo on YouTube, TikTok, Facebook, Instagram, and LinkedIn.
- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad.