DAD

DIGITAL ADVERTISING DIRECT

Sales Reps Digital
Targeting Strategies for the
Education Industry

Multi-Platform Targeting
Right Audience Across All Screens

Frequently Used Targeting Mix / Options

General Population

• Run of network within target zip codes of your direct market area

• Look-alike data of converters

• Family/Kids in home ages 13-17

• Career/Occupation

• IP/Specific physical address

Frequently Used Content Targeting Options

• Education, Teen, Family, Entertainment, Sports, News & Information

Sample Behavior Targeting Option

• Education Seekers

• Highschool Diploma

• Secondary Education

Retargeting

• Desktop site visitors

• Display & pre-roll

• Search retargeting

**We'll optimize across content targets, data sets & platforms based on performance.**

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY

Income

Geo

Content

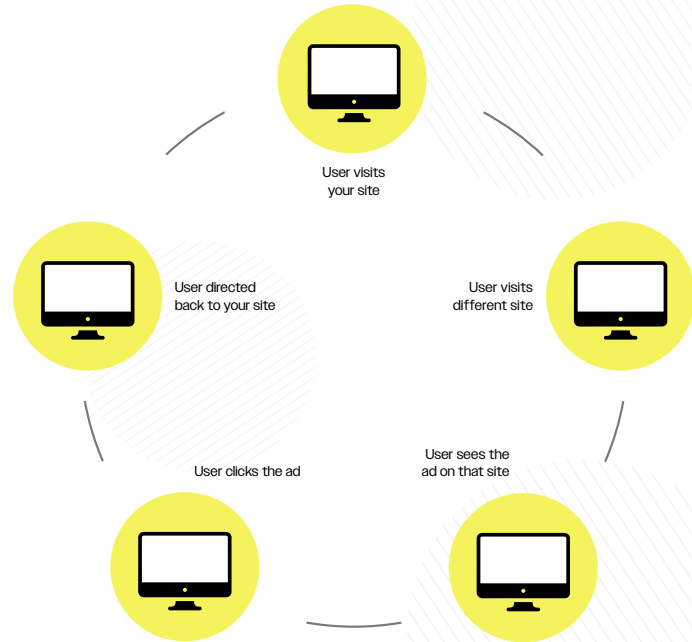Behavior

Target   Audience

Income

Geo

Content

We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions. Precision targeting allows us to reach your core audience segments.
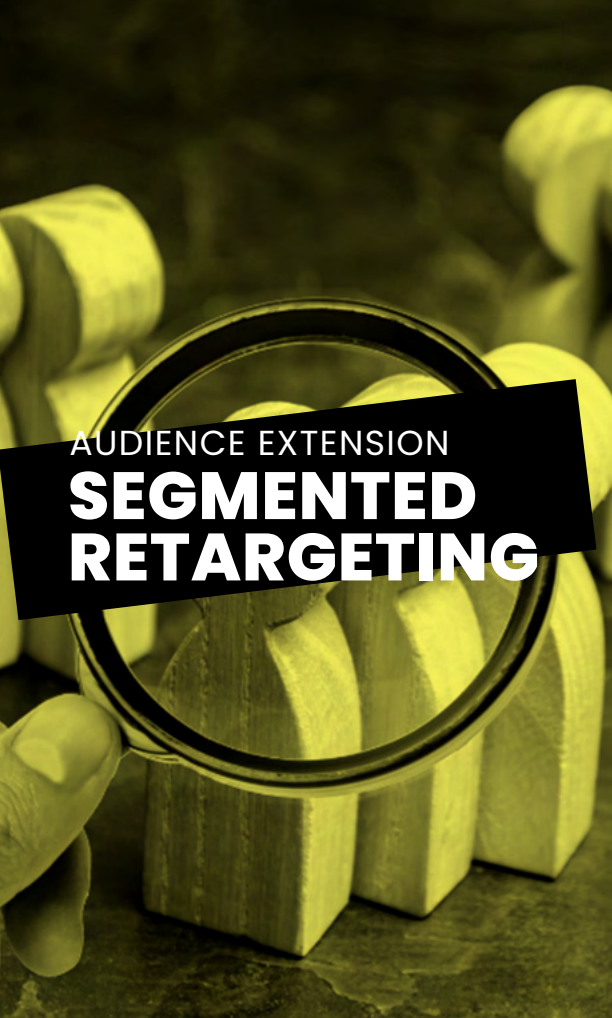
AUDIENCE EXTENSION
SEGMENTED RETARGETING

Engage the right visitors with the right messaging, bring them back to your lot and desk the deal

User visits
your site

User directed
back to your site

User visits
different site

User clicks the ad

User sees the
ad on that site

1. Search Retargeting
2. Display & Pre-Roll Retargeting

3. Search Retargeting
4. Display & Pre-Roll Retargeting

Case Study
Digital Marketing

Company Overview

This school focuses on higher education for music, television, video production, and other liberal arts programs. Bringing tangible experience to the classroom, this school prides itself in hands-on learning and teaching skills that are immediately useful.

The Challenge

The client needed to continue to drive enrollment and leads to it's admissions department to fuel its continually growing programs and classes. Their cost per lead through other online marketing was too high and they needed a provider who could deliver a cost per lead below $400

The Plan

Utilizing behavior, content, IP and retargeting, the team was able to reach the client's target / potential student with great efficiency and accuracy at all stages of the decision process. Leveraging this reach and frequency to deliver low cost leads / form submissions.

The Results

In less than 3 months the team was able to narrow down on a targeting and saturation strategy that now delivers leads at an average cost per form fill / lead of $200 eventually to a cost per form fill of $167. This decreased their CPL by 75%.

The Results

- 391K Impressions
- .11% CTR
- 430 Clicks
- 22 Form Fills

Audience Profile

We layer premium online & offline data elements based on observations about your customer's browsing behavior these characteristics to generate a highly-curated Audience Profile.

We leverage our data-collection sources to reach that Audience Profile to ensure your customers are served the right ad at the right time during their purchase journey.

• Extensive Reach
• Device Independent

Reach more customers with accuracy and privacy on any internet-enabled device.

To learn more about Adfuel and our advanced marketing solutions
please visit us online at: **www.DigitalAdvertisingDirect.com**