EDUCATION CASE STUDY

Higher Education: **Re-Engaging Alumni**

Display, Site Retargeting, and First-Party Data for a university grant program.

OVERVIEW

Client
University

Campaign length
Four months

Geography
Entire U.S.

Monthly investment
$2,240

Products used
Programmatic Display with Site Retargeting and First-Party Data Targeting

OBJECTIVE

Re-engage former students of the university's scholarship program and encourage them to apply for its new grant program.

STRATEGY AND SOLUTIONS

The university wanted more awareness of and participation in a grant program for eligible alumni. It already had a list of qualified former students, but needed a precise way to reach them.

We launched a **Site Retargeting campaign with a First-Party Data audience**, using the university's own list to deliver ads directly to this high-intent group.

Instead of broad demographic or interest targeting, the campaign focused only on people already eligible and interested. That minimized wasted impressions, concentrated budget on the most likely applicants, and let us tailor creative to this specific audience.



RESULTS

303	326	0.29%
post-view conversions	post-click conversions	click-through rate

- **629 total conversions** from a precisely targeted audience.
- A **0.29% CTR**, well above typical display benchmarks.
- **Even delivery** across the full campaign, with no performance drop-off.

Results from a single advertiser; individual results vary.