

HOW A LEADING UNIVERSITY TARGETED CONTENT TO REACH STUDENTS ACROSS MULTIPLE GEOS

SUCCESS METRIC

Reach, Egnagement, and Video Completions

RESULTS

Bidtellect averaged a high 7.5 out of 10 Engagement Score™. The average Time on Site came in at a whopping 1 minute and 48 seconds. The video completion rate finalized at 77.4%.

TOP PERFORMERS

Top Contextual Category:

Science

Best Performing Month: June

7.7

Engagement Score

Best Performing Month, Video: August

88.3%

VCR

Devices: Mobile

2m9s

Average Time On Site

OBJECTIVE

This major university tasked Bidtellect with reaching targeted 18+ students and parents of high school students within specified geos while driving engagement and video completions as their main KPIs. Bidtellect's large scale and optimization capabilities proved successful.

SOLUTIONS & TACTICS

Bidtellect leveraged all devices and native products to identify which were the best performers for the KPIs. Bidtellect created tactical strategies to maximize on those learnings along with optimizations to retarget users. In addition, the team implemented Bidtellect's proprietary Engagement Code™ for in-depth analysis on users' post-click engagement within the landing page.

- Contextually target across News, Business, Personal Finance, Science, Health & Wellness, Education, Technology, Computing & Gaming categories.
- Leverage different supply partners and maximize learnings throughout the life of the campaign for high performance.
- Reach the targeted audiences across the following geo locations: Alabama, Columbus GA, Panama City, Pensacola, Ft. Walton Beach, Atlanta, & Albany, GA.
- Leveraged Bidtellect's proprietary Engagement Code to understand Avg. Time on Site, Sessions, and Bounce Rate and optimized towards highest engagements.

*For more on Bidtellect's Engagement Score™, [click here.](#)