

# MIDWEST UNIVERSITY PARTNERS WITH BIDTELLECT TO GENERATE INTEREST WITH TARGETED HIGH SCHOOL AUDIENCES, TEACHERS & COUNSELORS

Bidtellect's proprietary engagement and optimization tools ultimately led to more qualified site visitors than the University expected, while landing 25% below their target cost per page view.

## OBJECTIVE

Bidtellect partnered with a midwest university to help them promote awareness of their university and courses, generate interest, and drive enrollment. Their target audiences included High School Counselors, Teachers, Parents, and Prospective Students.

## GOALS

The goal of this campaign was to drive efficient CTRs, qualified site engagement, and a \$2 cost per qualified page view / visitor.

- \$2 Cost Per Page View
- Efficient CTR
- Qualified Site Visits

## CHALLENGES

This brand was seeking a partner that could help them reach highly qualified audiences, and not only help them drive high volumes of clicks, but also qualified landing page visits and engaged site traffic.

## SOLUTIONS & TACTICS

Targeting:

- Audience Targeting: High School Counselors, Teachers & Multicultural student audiences
- Contextual Targeting: Education, Family & Parenting, Hobbies & Interests
- Site Retargeting
- Targeting 5 Midwest DMAs

Creative & Optimization Tactics:

Bidtellect proposed Responsive Native Display units to not only drive efficient clicks, but also drive engaged site traffic.

Optimization Tactics:

This brand leveraged Bidtellect's proprietary engagement pixel to measure and optimize their media spend towards site engagement metrics such as qualified lands, cost per visit, average time on site, and low bounce rates. Bidtellect was able to help them find specific publishers, contextual environments, and audiences that were most likely to engage with their site.

## RESULTS

Bidtellect was able to help this university exceed all CTR and site engagement goals.

Final results included:

**\$1.51** Cost Per Page View

**0.39%** Overall CTR

**27,000** Over 27,000 Qualified Site Visits