



General Market Reach
Premium Placement
Premium Preferred
Contextual
Alloy Education Network
Site Retargeting
Search Retargeting

SHIFT Happens

Audience Retargeting & Development



Presented To:



IACAC Annual Conference
May 3, 2012

Alloy Education

Print Publications

Celebrating 26 years as the premier marketing recruitment tool for higher education. 34+ editions reach 1.5 million targeted college bound students each year.

- *Private Colleges & Universities*
- *American Colleges & Universities*
- *Public Colleges & Universities*
- *Careers and Colleges*
- *Minority Nurse*



Data and Guides

The largest direct mail and e-marketing database of 38 million active teens and parents, and the most trusted source of college, scholarship and private school data.

- Wintergreen Orchard House
- Postal & E-mail
- SMS Text/Mobile
- Newsletter Outreach



Online

Comprehensive websites for the college-bound audience.

- [CareersandColleges.com](#)
- [FindTuition.com](#)
- [InsideCollege.com](#)
- [PrivateColleges.com](#)
- [ACUinfo.com](#)
- [CollegeXpress.com](#)
- [PrivateSchoolSearch.com](#)
- [Graduatingengineer.com](#)
- [MinorityNurse.com](#)



Carnegie Communications

Higher education's best partner in marketing communication services.

- Creative
- Brand Development
- Public Relations
- Digital
- Market Research
- Direct Mail





Internet users worldwide

2010 **1.9 B**



Mobile subscribers

2010 **5 B**



Digital information in the world – videos, photos, music, texts, etc.

2010 **800 exabytes**



Internet users worldwide

2010 **1.9 B**

2020 **5 B**



Mobile subscribers

2010 **5 B**

2020 **10 B**



Digital information in the world – videos, photos, music, texts, etc.

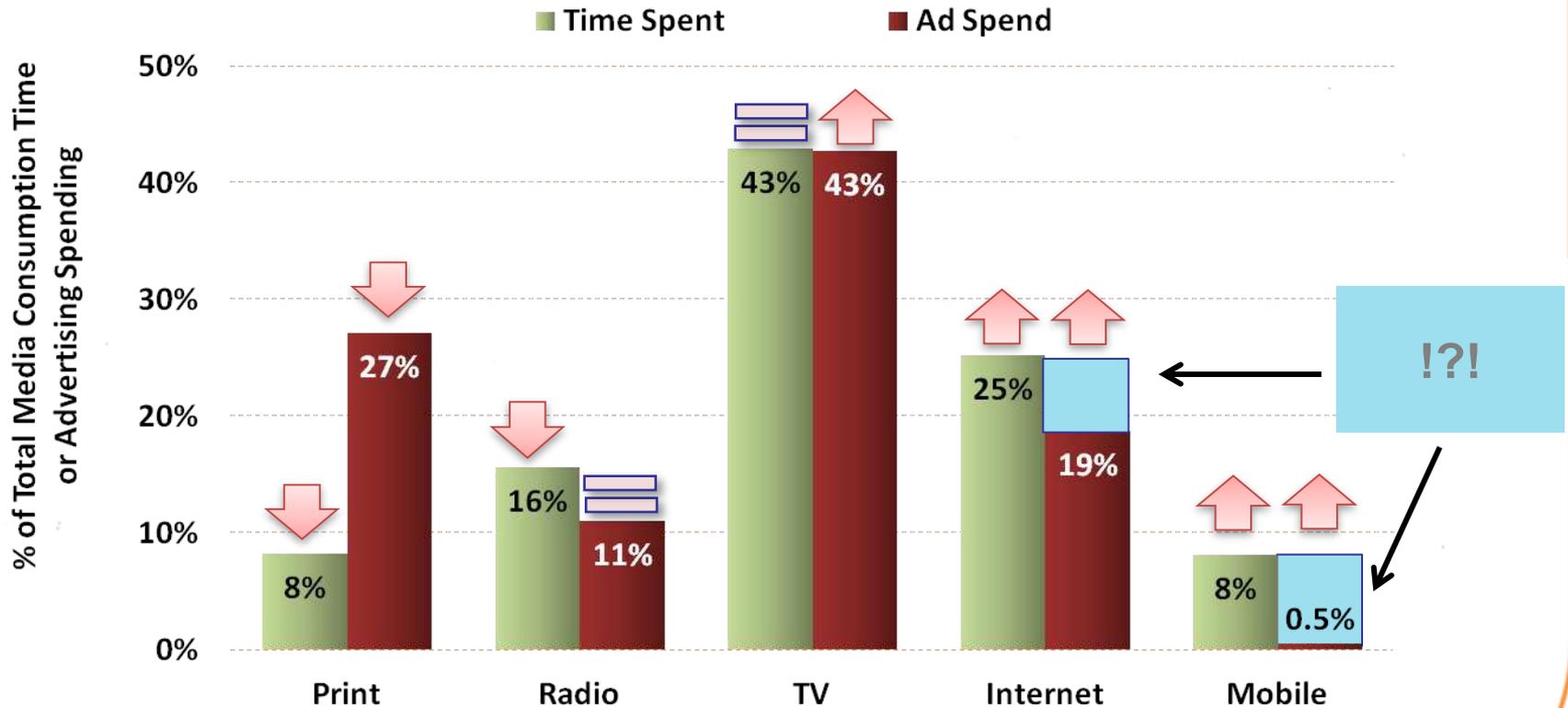
2010 **800 exabytes**

2020 **53 zettabytes**

“Shift” Happens

The Audience Shifts Media Choice Ahead of Marketing Investment
Internet / Mobile (upside...) vs. Print (downside...)

% of Time Spent in Media vs. % of Advertising Spending, USA 2010

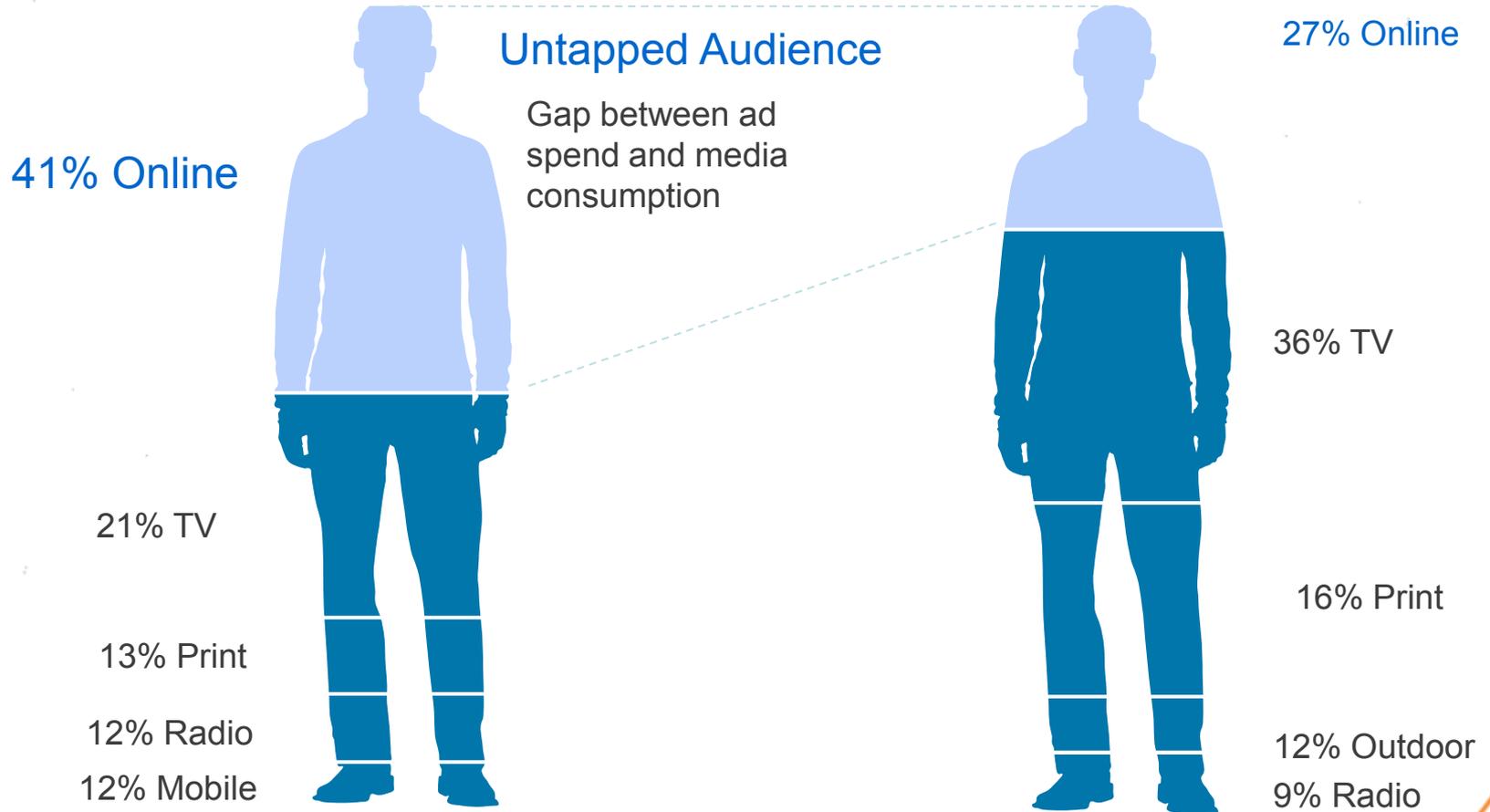


Note: Print includes newspaper and magazine. \$20B opportunity calculated assuming Internet and Mobile ad spend share equal their respective time spent share. Source: eMarketer, 3/11.

“Shift” Happens In Higher Education Too. . .

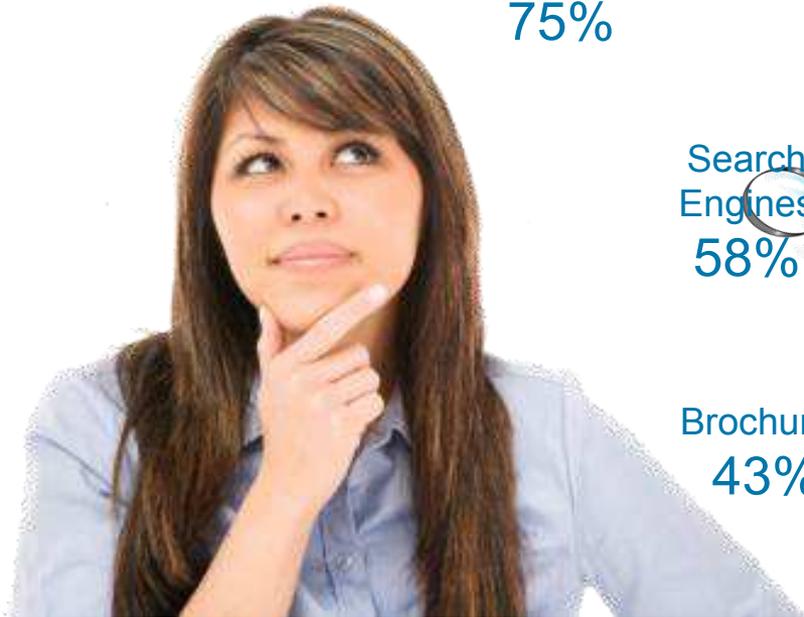
Education Seekers' Media Consumption

Education Category Advertising Investments



What's Occurring Between Referral & Conversion?

Online & Offline Resources Most Used by Prospective Students During Research Process




School Website
75%

Family / Friends
38% 

Social Networks
16% 

Search Engines
58% 

Aggregators
34%

Teachers / Advisors
15% 



Review/Ranking Sites
21%

Brochures
43% 

Television
14% 

College Website's Are An **Information Destination**

Carnegie Connect 2011 Study: The Digital Age Comes To College Search

“Where do you gather information on Colleges and universities?”

- 73% School Websites
- 55% Personal Search

Media Channel	Total	10th	11th	12th
School Website	73	77	75	72
Online Searches	55	62	60	53
Search Engine Homepage	35	42	36	33
Social Networking Sites	19	20	19	19
Broadcast News	13	18	14	12
Newspaper (Online)	12	17	15	11
Magazines (hard copy)	10	14	13	9
Newspaper (Hard Copy)	9	11	10	9
Magazines (Online)	7	9	9	6
Other	5	8	5	5
None	7	6	6	7

Carnegie Connect: The Digital Age Comes To College Search, 2011

Sources **Students Trust** In Search Process

Trustworthiness of Source	Total	10th	11th	12th
Campus Visit	87	87	89	87
College Website	66	64	66	66
Recommendations - Friend / Relative	61	52	63	61
College Rankings	56	63	61	54
College Search Websites	47	50	53	45
School Marketing Material - Print	46	51	47	45
College Search Books	48	55	51	47
Print / TV / Radio	27	26	28	27
Social Networking Sites	12	11	11	12

Carnegie Connect 2011 Study:
The Digital Age Comes To
College Search:

“Seeing Is Believing”

87% Trust Campus Visits

“Next Best Thing To Being There”

66% Trust College Website

“Trust The One’s You Love”

61% Trust Recommendations

The Most Effective *Recruitment* Tool You Have

The image shows a screenshot of the University of Wisconsin-Madison website homepage. At the top, there is a navigation bar with links for WiscMail, My UW, Learn@UW, Libraries, Map, Directory, Giving to UW, and Help. The main header features the University of Wisconsin-Madison logo and name, along with a search bar and the date Monday, May 7, 2012, 67°. Below the header is a horizontal menu with categories: ADMISSIONS, ACADEMICS, STUDENT LIFE, RESEARCH, PUBLIC SERVICE, INTERNATIONAL, and VISITING CAMPUS. The main content area is dominated by a large image of a modern building interior with a glass staircase. Overlaid on this image is the text "BIOCHEMISTRY New complex blends old with new". To the left of the main image is a vertical strip of smaller images, including a portrait of a man, circular patterns, and a blue chair. To the right is a "FEATURED SITES" section with a logo for "Ideas to Excellence" and text: "Ideas to Excellence: Showcasing undergraduate creativity and scholarship". Below that is a logo for "HR DESIGN" and text: "HR Design project Campus invited to May events". At the bottom of the main content area is an "IN FOCUS" section with the text "Administrative Excellence" and "Campus Sustainability". At the very bottom of the page is a red navigation bar with links for NEWS, UW IN THE NEWS, and EVENTS, each accompanied by a small icon.

WiscMail | My UW | Learn@UW | Libraries | Map | Directory | Giving to UW | Help

WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

Search Go!

Monday, May 7, 2012 67°

ADMISSIONS | ACADEMICS | STUDENT LIFE | RESEARCH | PUBLIC SERVICE | INTERNATIONAL | VISITING CAMPUS

BIOCHEMISTRY
New complex blends old with new

FEATURED SITES

Ideas to Excellence:
Showcasing undergraduate creativity and scholarship

HR DESIGN
HR Design project
Campus invited to May events

IN FOCUS

Administrative Excellence
Campus Sustainability

NEWS | UW IN THE NEWS | EVENTS

Display Provides **New Audience Opportunity**

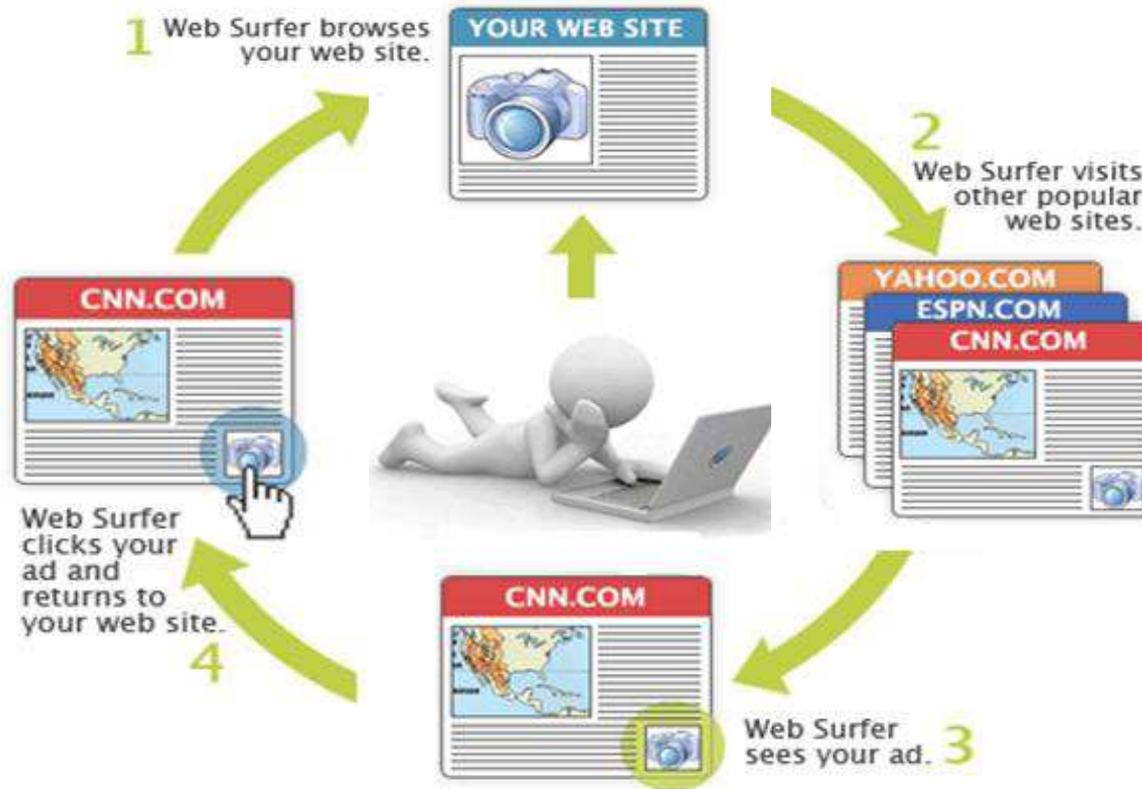
Facebook and College Related sites normally purchased. Opportunity to reach new audience on other types of sites with little competitive “clutter”.



Site Type	Total	10 th	11 th	12 th
Facebook	53%	47%	50%	54%
College Related Sites	45%	53%	47%	43%
E-mail Site	37%	41%	42%	36%
Search Engine Site	26%	33%	29%	25%
You Tube	22%	20%	22%	22%
Entertainment Site	18%	21%	19%	17%
Weather, Sports Site	16%	22%	18%	15%
Shopping Site	7%	8%	8%	6%
Twitter	5%	5%	3%	5%
Gaming Site	4%	6%	5%	4%
Banking Site	2%	1%	2%	2%
Other Social Site	1%	1%	0%	1%
Other	1%	1%	1%	1%
No Ad Seen	18%	17%	18%	18%

Carnegie Connect: The Digital Age Comes To College Search, 2011

Retargeting



*Your Most Important Marketing Data You Already Have
Retargeting Overlooked As A Foundational Program*

Websites Produce *Audiences* . . .



*No different than magazines,
newspapers, television and
radio stations.*



Retargeting Applies Frequency To Target Audience

And That's Important...

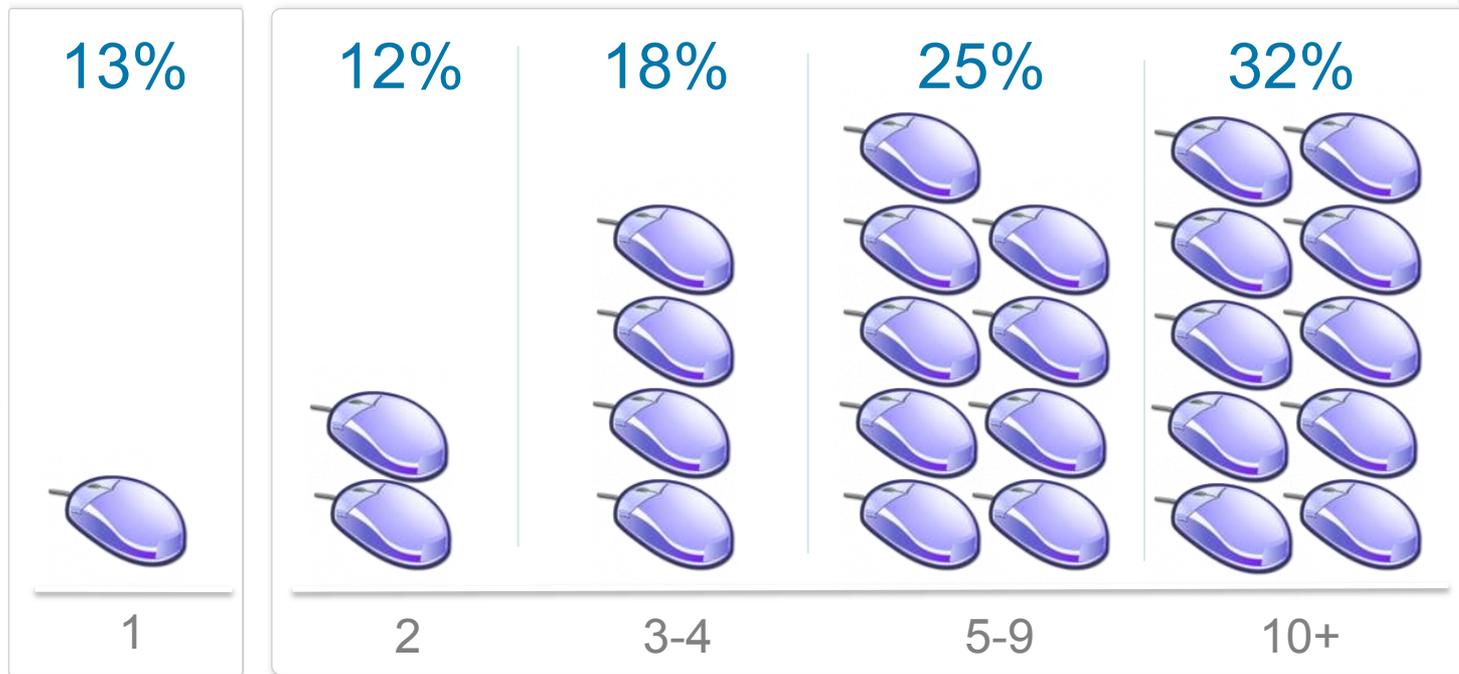
Because 98% of your web traffic will not do what you would like them to do, especially during their initial visits...

...visitors need to be *brought back* to convert.

One Site Visit Just isn't Enough

87% of converters visit an education site at least twice before converting

Frequency of Repeat Visits to Education Site Before Conversion
(Converters, Jul – Sep 11)



Retargeting.....Case Study



The screenshot shows the Hooked On Phonics website interface. At the top, there's a navigation bar with the company logo, contact information (1-800-532-3607), and a shopping cart showing 0 items for \$0.00. Below the navigation is a search bar and a menu with options like 'Product Recommendations', 'In the Home', 'In the Classroom', 'Why It Works', and 'FAQs'. A large promotional banner features the text 'Learn to Read Pre-K-Second On Sale!' with a price reduction from \$299.96 to \$199.96. Below the banner is a grid of product listings, each with an image, title, price, and an 'Add to Cart' button. The products include 'Hooked on Phonics Learn to Read with FREE Reading Fun Pack', 'Discover Reading—Toddler Edition Premium', 'Type to Learn 4 CD-Rom', '1st Grade Achievement Kit', 'Thinkin' Science', 'NEW! Hooked on Phonics Learn to Read—Kindergarten—Second Grade', 'Hooked on Phonics Master Reader Deluxe Edition', and 'Hooked on Math'. A sidebar on the left contains filters for 'Ages' (ranging from Toddler to 3rd Grade & Up), 'Subject' (Reading, Math, Spelling, etc.), 'Category', and 'Try it Online'.

33,770 Monthly Unique Visitors

2% success rate = 660+ Sales

98% drop-off of visitors
equals 33,000 prospects



Re-capturing just 1% equals....

...330 additional sales providing

*a nearly 50% increase in
revenue.*

Retargeting's Value.....

It is far less expensive, and far more efficient, to market to people who know you or have engaged with you already.

That 98% represents your best prospect pool;

People who already know you,

what you offer,

where you're located,

why your offerings are relevant,

how to contact you,

....demonstrate a level of intent, and desire, to engage with you.

How Retargeting Works. . .

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

ONLINE HEALTHCARE MBA PROGRAM

HOME PAGE | TODAY'S PAPER | VIDEO | MOST POPULAR | TIMES TOPICS

Subscribe: Home Delivery / Digital | {USERNAME} | Help

Search All NYTimes.com

ING DIRECT

nytimes

Monday, January 23, 2012 healthcaremba.gwu.edu/healthcare-mba-online-nc/?gclid=CLWDva3w5q0CFWnatgodEdzYQ

WORLD | U.S. | N.Y. / REG | Most Visited | Getting Started | Latest Headlines | http://www.google.com

Search Health 3,000+ T

Survival's Ick Facts
By JAMES GORMAN 1:16 PM
What disgusts humans is researchers exploring the revulsion.
Post a Comment | Read (15)

Stem Cell Study May
By ANDREW POLLACK 31 min
A treatment for eye disease using embryonic stem cells may help two patients, bolstering researchers reported.

China Reports a Seizure Than a Month
By MICHAEL WINES
Both of the deaths in China reported any contact with

Chefs, Butlers, Marriages for the Affluent
By NINA BERNSTEIN
Private chefs prepared to surroundings and even bachelors in lavish suites
Read Comments (229)

RECIPES FOR HEALTH: Lunches to Eat
By MARTHA ROSE SHULMAN

Graduate SCHOOL OF BUSINESS

Complete the form to receive your **FREE MBA BROCHURE**

All fields required

First Name:

Last Name:

Degree Earned: Bachelor's Degree

Country: United States

Zip Code:

Telephone: Ext.

Email Address:

DOWNLOAD FREE BROCHURE

We value your privacy

"The knowledge I gained through the GW MBA program was exceptional and has definitely helped me advance in my career. I would highly recommend this program to any physician, nurse, or other healthcare professional looking for a solid, dynamic MBA curriculum."
Kristine McGarigle, Online Healthcare MBA Graduate

Learn more about the Online Healthcare MBA

Program Highlights

The George Washington University (GW) Healthcare MBA is rigorous in theory and experiential in practice. The Healthcare MBA is based on the concepts of ethics, global business, and leadership. Tailor your MBA with healthcare electives.

Tailor your MBA with healthcare electives

The Healthcare MBA Program consists of 23 core classes and 12 electives. The core classes will teach you the fundamentals of business and management while the electives provide flexibility to customize a program that fits your personal and professional goals and objectives. Choose from electives such as management of acute care hospitals, physician practice management, and managing skilled nursing facilities. After completing your MBA at GW, you will be poised to lead and influence change within the healthcare industry while gaining personal and professional fulfillment.

The George Washington University

Site Retargeting.....Create Audience Lists

TAG LOCATION	HIT COUNT
MBA page	9,000
School of Education page	29,000
School of Engineering page	8,000
Started Application page	< 1,000
Undergrad Gen. Interest page	162,000

Retarget Visitors From Facebook

The screenshot displays the Northern Illinois University website. At the top, there is a navigation bar with the university logo and tagline "Learning Today, Leading Tomorrow". A search bar is located on the right. Below the navigation bar is a red menu with categories: ABOUT, ACADEMICS, ADMISSIONS, ATHLETICS, GIVE, LIBRARIES, STUDENT LIFE, and VISIT. A secondary navigation bar features social media icons and a "More" link.

The main content area is divided into several sections:

- Resources for Future Students:** A large image of a student in a Husky mascot costume.
- Quick Links:**
 - Request Information
 - Explore Majors
 - Apply to NIU
 - Confirm Your Enrollment
- Plan a Visit:**
 - Campus Visits & Open Houses
 - Map and Directions
- Recent Twitter Updates:** A vertical feed of tweets from the @NIUAdmissions account, including messages about final exams, application status checks, and campus visits.
- Academic Resources:**
 - Colleges and Departments
 - Majors and Minors
 - Undergraduate Catalog
 - Graduate Catalog
 - Experiential Learning
 - Four Year Undergraduate Degree Paths
 - Adult Learners
 - Off-Campus Academics
 - University Honors Program
- Campus Life:**
 - Housing
 - Dining
 - Sports
 - Student Organizations
 - Campus Recreation
 - Greek Life
- Financing Your Education:**
 - Costs and Financing Solutions
 - Types of Financial Aid
 - Tuition Estimator
 - Helpful Websites

Use an application like a survey, video, etc, to drop a retargeting cookie on visiting computers.

Use the reach of Facebook and the frequency of retargeting to bring them back to your site.

Retarget Your Email Landing Pages

The screenshot shows the University of Colorado Boulder Undergraduate Admissions website. The header includes the CU logo, the text "Undergraduate Admissions UNIVERSITY OF COLORADO BOULDER", and navigation links for "CU: Home", "A to Z", and "Campus Map". A search bar is also present. The main navigation menu includes "ACADEMICS", "LIFE AT CU", "FINANCES", "VISIT US", "APPLY", "ADMITTED", and "CONTACT US", along with a "MyCUBoulder Login" button. The main content area features a breadcrumb trail "Home » Value of a CU Degree" and a large heading "CU-Boulder Rankings". The primary text states: "U.S. News and World Reports ranked CU-Boulder 42nd among the nation's top 50 public universities in its 2012 America's Best Colleges issue." Below this, it mentions "CU-Boulder ranked second in Outside magazine's 40 best colleges, based on schools that 'turn out smart grads with top-notch academic credentials, a healthy environment ethos, and an A+ sense of adventure.'" At the bottom of the main content, it says "For the second year in a row, CU-Boulder has been #1 in the". On the right side, there is a sidebar with several links: "Broaden Your CU-Boulder Experience", "Explore Career Interests", "Funding Your Future", "Globalize Your Experience", "Real freshmen. Real stories.", "Value of a CU Degree", "Companies that Recruit CU-Boulder Students", "CU-Boulder Rankings", "Alumni and Student Profiles", and "What Is Research?".

CU: Home • A to Z • Campus Map

Search this site

ACADEMICS LIFE AT CU FINANCES VISIT US APPLY ADMITTED CONTACT US MyCUBoulder Login

Home » Value of a CU Degree

CU-Boulder Rankings

U.S. News and World Reports **ranked CU-Boulder 42nd among the nation's top 50 public universities** in its 2012 America's Best Colleges issue.

CU-Boulder ranked second in Outside magazine's **40 best colleges**, based on schools that "turn out smart grads with top-notch academic credentials, **a healthy environment ethos, and an A+ sense of adventure.**"

For the second year in a row, **CU-Boulder has been #1** in the

Broaden Your CU-Boulder Experience

Explore Career Interests

Funding Your Future

Globalize Your Experience

Real freshmen. Real stories.

Value of a CU Degree

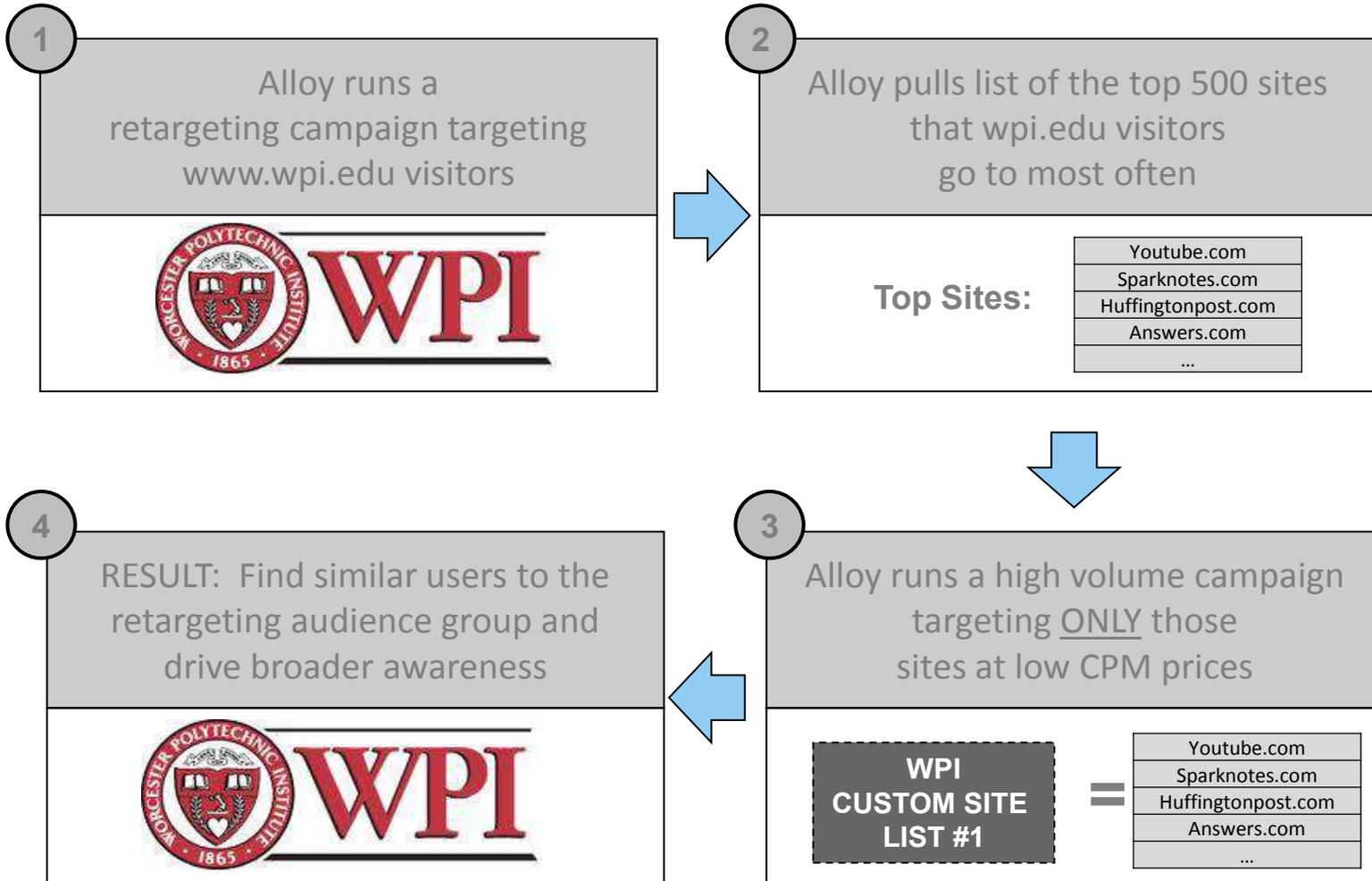
- Companies that Recruit CU-Boulder Students
- CU-Boulder Rankings**
- Alumni and Student Profiles

What Is Research?

Outreach Programs To Drive Site Traffic

Site Retargeting: Look-Alike Modeling Networks

Birds of a Feather, Flock Together



Site Examples of Alloy Higher Education Networks

1 Custom site list of Undergraduate sites builds reach

- Dictionary.com
- Britannica.com
- Collegeprowler.com
- Bleacherreport.com
- Sparknotes.com
- Careerbuilder.com
- Math.com
- Metrolyrics.com



2 Custom site list of Graduate sites builds reach

- Zillow.com
- Realtor.com
- Nytimes.com
- Huffingtonpost.com
- Grooveshark.com
- Salary.com.com
- Homes.com
- Latimes.com
- Merriam-webster.com



Student Select - A New Network

Deliver your message into zip code clusters segmented by test score range and GPA.

Customize your geography in order to reach your primary audience

All states delivered by zip codes indexing over 100 for score range and GPA

Multiple packages offered on Impressions and number of months


Midwest Gold Edition



GOLD

EDITION

REACH THE HIGHEST ACADEMIC ACHIEVERS

The Gold Edition is your best inquiry resource for selective institutions. It is directed to a national, comprehensive, junior and sophomore search universe.

- PSAT Juniors 160 to 127
- PSAT Sophomores 160 to 117
- ACT-PLAN 32 to 27
- NRCQUA GPA of A+

OnLine

Mid West Targeted Edition

Distribution Region: **Midwest**



State	Total H.H.	Target H.H.	% Pen.	Index
Iowa	1,204,900	41,584	3.5%	100
Illinois	4,800,167	336,462	7.0%	300
Indiana	2,501,273	130,460	5.2%	100
Kansas	1,096,744	53,954	4.9%	200
Michigan	3,846,734	200,291	5.2%	200
Minnesota	2,057,547	150,322	7.3%	300
Missouri	2,364,953	107,038	4.5%	225
North Dakota	265,782	5,094	1.9%	100
Nebraska	704,057	38,959	5.5%	200
Ohio	4,566,520	243,368	5.3%	150
South Dakota	317,041	12,524	4.0%	100
Wisconsin	2,252,670	96,467	4.3%	150
TOTAL	25,978,388	1,416,522	5.5%	210

Impressions	Rates Per Month		
	3 mo.	3 - 6 mo.	6+ mo.
Per Month	Per Month	Per Month	Per Month
250,000	\$ 1,500	\$ 1,425	\$ 1,354
500,000	\$ 2,700	\$ 2,565	\$ 2,437
750,000	\$ 3,645	\$ 3,463	\$ 3,290
1,000,000	\$ 4,363	\$ 4,145	\$ 3,938
1,500,000	\$ 5,890	\$ 5,596	\$ 5,316



Verification

Colleges must verify that students in at least two of their three most recent freshman classes averaged a combined SAT Reasoning score of 1340 or higher, ACT score of 28 or higher, or that the combination of an ACT and SAT Reasoning averaged either 28 ACT or 1340 SAT Reasoning.

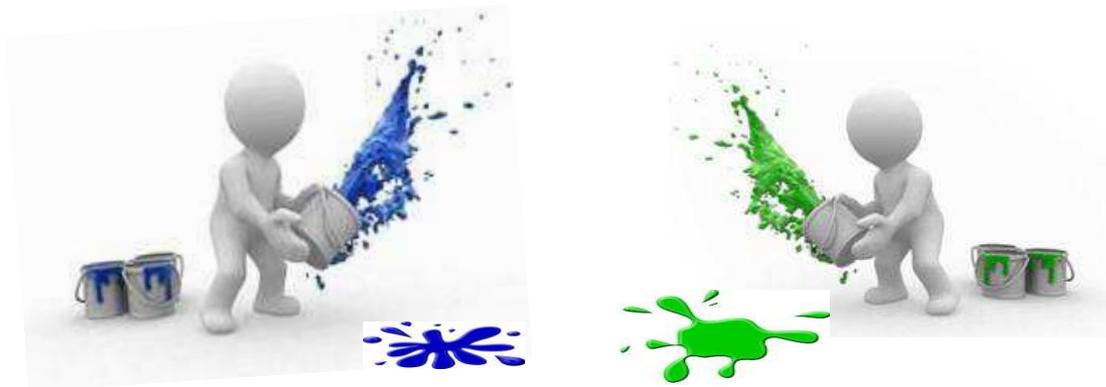
Creative Design & Development

Once you identify your audience, Communicate Effectively

- Focus on User Experience – is the creative “entertaining”
- Relevancy
- Tell them what you want them to do
- Use landing pages that clearly deliver what the ad promised

For Retargeting,

- Ads should reflect the user is already engaged with you
- Include strong call-to-action to return them to your site
- Avoid ad fatigue, keep rotating ads with fresh creative



Landing Pages Deliver The Promise

The University of Texas at Austin **McCombs School of Business**

The University of Texas at Austin **McCombs School of Business**

The University of Texas at Austin **McCombs School of Business**

Site Navigation > Intranet Blackboard MOR OCR Webmail Search the site Search

MAKE A DIFFERENCE

Account: University of Texas EMBA
 Campaign: Seasonal
 Objectives: Build Awareness, Build Conversions
 Reporting: All



Ad group	Campaign	Dates	Clicks	Gross Impressions	Click Thru Rate	Click Conv	View Conv	Total Conv
Search	PPC	Oct to Present	4,468	511,959	0.87%	424	0	424
Display	Retargeting / Outreach	Dec-18 to Present	4,243	4,162,893	0.10%	79	2906	2985
Campaign Total			8,711	4,674,852	0.21%	503	2906	3409

Worth

TEAMS PORTFOLIO

Texas Ex Program

Connect With Us

Information Sessions

Program Information

Admissions

Career Management

Alumni

Contact Us

Attend an Info Session

Apply to the Texas MBA at Houston Program

[Home](#) · [Texas MBA Portfolio](#) · [Texas MBA at Houston](#) · [Connect With Us](#)

Connect With the Texas MBA at Houston Program

Thank you for taking time to learn more about the Texas MBA at Houston program. The Texas MBA at Houston program is one of six options to obtain the highly acclaimed Texas MBA degree. The program is designed for working professionals who wish to continue in their full-time jobs while pursuing their MBA from The University of Texas at Austin. Offered on alternating Friday and Saturdays in Houston, this 24-month program provides the same comprehensive and rigorous MBA learning experience as the full-time MBA program. Your peers as well as our expert [faculty](#) will test your way of thinking and challenge you to reach your highest potential. You'll also get one-on-one, personal career coaching to meet your individual goals and access to an [alumni network](#) that's over 86,000 strong.

[Register for an Info Session](#) [Register For A Class Visit](#) [Download a Brochure](#) [E-Newsletter](#) [Follow Us Online](#) [Ask A Question](#)

We strongly encourage anyone who is interested in the Texas MBA at Houston Program to attend an information session before applying to the program to meet the program directors, current students and alumni. Information sessions are offered in the evenings as well as over lunch. After attending an information session, you may also

[Texas](#)
 DFW MBA Program
 Info Session.
[du/UniversityTexas](#)

Ads That Communicate Well

Account: Caldwell College

Campaign: Seasonal

Objectives: Build Awareness, Build Quality Traffic

Reporting: All



Ad group	Campaign	Dates	Clicks	Gross Impressions	Click Thru Rate	Click Conv	View Conv	Total Conv
Undergraduate	Outreach	Sep-11 to Jan-12	4,381	2,169,988	0.20%	NA	NA	NA
Undergraduate	Retargeting	Sep-11 to Jan-12	865	667,742	0.13%	NA	NA	NA
Campaign Total			5,246	2,837,730	0.21%	0	0	0



Metric	September 2010	September 2011
Overall Visits	2.54%	0.03%
Page Views	-1.35%	3.49%
Pages Per Visit	-3.80%	3.49%
Bounce Rate	8.74%	-9.21%
Avg. Time On Site	-4.97%	46.26%
% of New Visits	5.97%	14.99%

submit

ON CAMPUS DATA

November 10, 2011 - 11:00 am

How To *Measure Online Advertising*

Set Benchmarks Against 5 Key Measures

1. **Brand Name Search** – are the number of searches by your school name increasing
2. **Site Visits** – the number of visitors to your site should steadily increase
3. **Quality Visits** – are your visitors spending more time on your site
4. **One Click Conversions** – People who click on an ad and complete a conversion
5. **View Thru Conversions** – People who have seen your ad and come back to your site through another channel.



Google Analytics Provides The Benchmarking Data You Need

Recent Client Example 1:

Small Private College in Northern New Jersey

Heavy focus on **Display** to drive new, quality visitors

The impact can be immediate!

Year over year performance:

Page Views	Prior to Program Implementation 8/26/10 - 1/17/11	After Program Implementation 8/26/11 - 1/17/12	% Increase
Homepage	433,668	634,081	46.21%
Admissions Page	6,521	20,437	213.40%
Academics/Majors Page	5,326	19,732	270.48%
Apply Now Page	9,077	13,532	49.08%
Contact Us Page	7,906	12,774	61.57%
Grad Programs Page	4,267	11,148	161.26%



AND...this is representative of quality visitors and traffic!...

Year over year performance:

Unique Page Views: **Increase of 12.63%**

Average Time On Site: **Increase of 28.95%**

Bounce Rate: **Decrease of 19.44%**

Recent Client Example 1:

Immediate Impact on **VISITS** from Brand Name Search

Year over year performance **following program implementation:**

8/26/2011 – 1/17/2012 compared to same period one year prior (8/26/2010-1/17/2011).

Keyword/Phrase on Google	Visits from Search PRIOR to program implementation:	Visits from Search AFTER program implementation:	% Growth
ABC College	70,835	99,646	40.67%
ABCCollege.edu	9,474	12,981	37.02%
ABC	7,544	11,453	51.82%
ABC College NJ	1,889	2,328	23.24%
Total	89,742	126,408	40.86%



Google Search

I'm Feeling Lucky

Brand Name Search – are visits to your site from searches by your school name increasing?

Recent Client Example 2:

Small Private College in Oklahoma

Heavy focus on **Retargeting** to re-engage visitors and combat **Stealth Applicants**

Year over year performance **PRIOR**
to program implementation:

Overall Visits: **Decrease of 15.37%**

Page Views: **Decrease of 17.11%**

% of Returning Visits: **Decrease of 7.05%**

Year over year performance **AFTER** first
3 months of program implementation:

Overall Visits: **Increase of 47.40%**

Page Views: **Increase of 18.57%**

% of Returning Visits: **Increase of 10.85%**

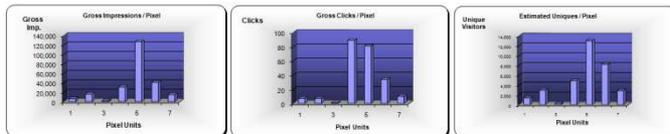
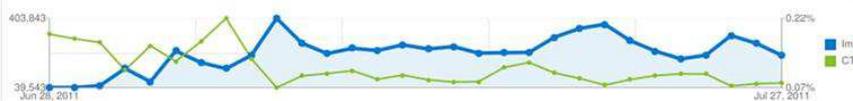


What they wanted most!

Reporting....You Are What You Measure.

Ecommerce Measurement

- > Total Conversions
- > View-Through Conversions
- > Conversions by Traffic Source
- > Gross Conversions by Site
- > Control Group Conversion Rates
- > Investment Value per Prospect
- > Total Conversion Order Values



Marketing and Branding

Employing holistic approach strategy

- **Build & Segment Your Unique Audience**

Segment your site visitors by the pages they visit, like Undergrad, Graduate, Financial Aid. Then direct unique messages only to them that are relevant to their interest.

- **The Digital Mirroring Network Combines Retargeting and Online Display**

Reach and Frequency! Persuasively move this audience to your website from virtually any site they visit, and then reach them frequently *after* they've visited your website on the sites *they choose* to visit.

- **Search Engine Optimization (SEO) & Pay-Per-Click (PPC)** – Optimizing your presence to this audience within specific searches on Google and other search engines and increasing your 'trademark search'.

- **Online Targeting Capabilities**

1. Select Zip Code Clusters of best performing High Schools
2. Target Demographically by interest, age, gender, income, education level, etc.
3. Build County to State Coverage or run Nationally



Questions about
Display
Advertising?

