

Overview

Campaign Focus

Summer Camp + Admissions

Campaign Length

4 Months

Objectives

Summer Camp and admissions enrollment. Increase foot traffic for open houses.

Products Utilized

- Device ID/Geo Fencing

Results

Impressions

186,099

Clicks

274

Foot Traffic

324

Strategies & Solutions

- We recommended Device ID/Geo Fencing targeting families whom had 1 or more children living in the household in a specific geographical location.
- Campaign optimizations were made throughout its entirety to increase physical foot traffic to the institution's main campus.
- The campaign was renewed multiple times due to the client's satisfaction with the results.