PROMEDIA
DIRECT RESPONSE ADVERTISING

CASE STUDY
University Enrollment Campaign

OBJECTIVE | DRIVE EFFICIENT RESPONSE + INCREASE CONVERSION

- Target A25+ demographic
- Generate interest and increase enrollment via text engagement for one of the nation's largest universities
- Increase conversions through remarketing efforts

STRATEGY | COMPREHENSIVE SOLUTION + DATA-DRIVEN DECISION MAKING

DEVELOPED CREATIVE SUITE, FEATURING MESSAGING TO

- Resonate with priority demo
- Communicate benefits of post-graduate degrees
- Instruct listeners to text a specific keyword to shortcodes to facilitate exchange of information as well as capture data
- Promote new student enrollment

ACTIVATED CROSS-CHANNEL MEDIA PLAN ACROSS MULTIPLE MARKETS, INCLUDING

- Satellite Radio
- Terrestrial Radio
- Podcast Radio
- Local Radio Broadcast

IMPLEMENTED ONGOING CAMPAIGN OPTIMIZATIONS

- Expanded station mix and formats while continually executing test scenarios both in media and market selection to promote growth
- Incorporated multiple KPIs into media reporting and approach
- Tracked and combatted creative fatigue by introducing new messaging when response rate decreased above expectations
- Developed a successful strategy for remarketing by honing in on optimal flighting, messaging, and occurrence

OUTCOME | IMPROVED RESULTS + CONTINUED GROWTH

- Improved conversion 25% as a direct result of the remarketing component
- Since then, have also evolved by incorporating QR codes in engagement suite
- Use of QR codes expand beyond shortcode capabilities as generation and ownership is instant
- QR reporting is integrated with ProMedia's proprietary platform through in-house generated pixels, with the respondents activity through the funnel tracked at every step

UPDATES – CURRENT EVENTS

ProMedia continues to expand on consumer engagement measurement by utilizing geospatial data analytics for advanced audience targeting, allowing us to track campaign-based foot traffic across multiple locations. These technologies are ideal for assessing the ROI and impact, at the store-front level, of a direct-to-consumer ad campaign.