

Reporting in Depth Insights

Ambition

In marketing, Attribution is the process of identifying a set of user actions ("events" or "touchpoints") that contribute to some measure in a desired system, and then assigning a value to each of those events.

• Wikipedia

"Real Click" and "Real View"

Performance by

- Audiences
- Audiences by geo
- Audiences by geo by site
- Site by device
- Time of day/day of week
- Performance by creative

Actionable Insights

- Uncover granular or relevant trends
- Confirm assumptions
- Leverage insights to optimize traditional and other digital channel strategies

Example

1. Guarantee relevant reach

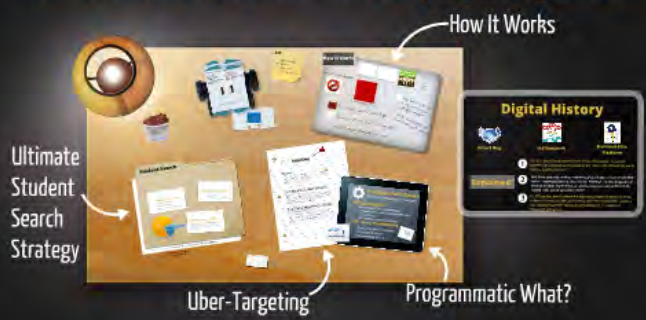
2. New opportunities for prospecting

3. Leverage first and third party data

4. Attribute and prove ROI across marketing mix

5. Benefit of automation

The Power of Programmatic Buying in Higher Ed



The Power of Programmatic Buying in Higher Ed

How It Works

Ultimate Student Search Strategy



Uber-Targeting

Programmatic What?

Digital History

Direct Buy

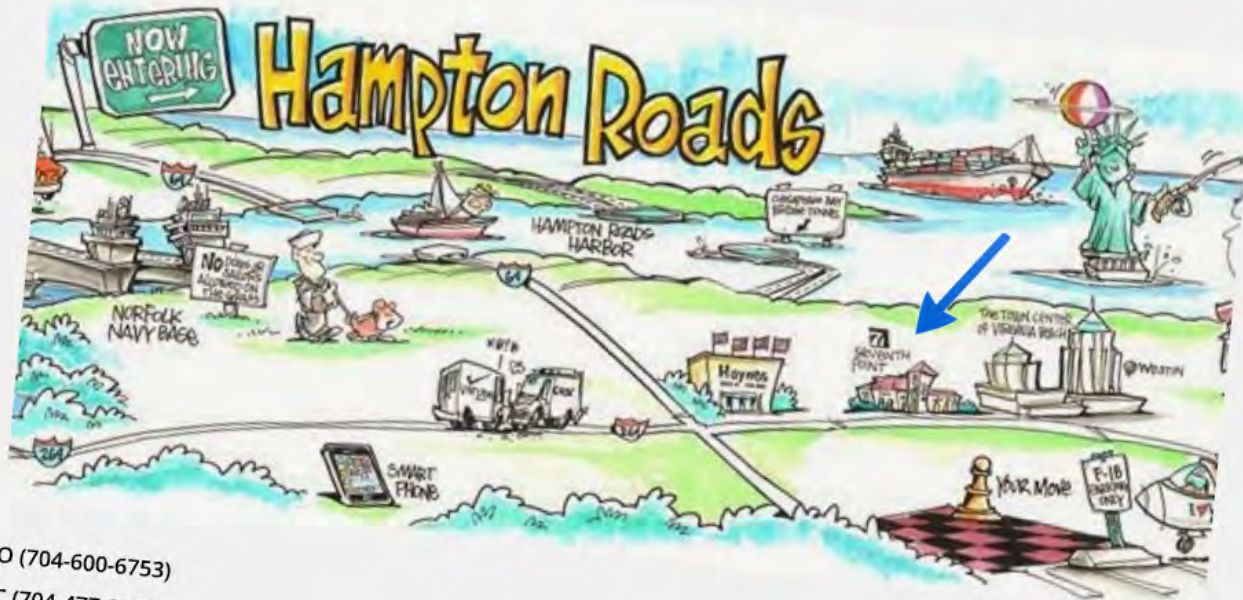
Ad Network

Demand-Side Platform

Explained:

- 1 Use the old days of buying a banner on a certain website that you want. You get exact placement but at a high cost with the assumption that someone interested might come out. Very little targeting whatsoever.
- 2 Ad Networks came along providing a comprehensive set of sites for you to choose with better reach and targeting and lower cost than direct buy. Problem was, not reach to companies of where ads are shown. You reach to everyone, when the prospects are, and how they're being targeted. "Spraying" called inventory on a band.
- 3 DSP came along, which is software that allows buyers of digital ad inventory to manage multiple ad exchanges and data supplied through one interface. Using the DSP, advertisers can all engage in programmatic buying and real-time bidding (RTB). Greater reach, transparency, and lower cost.

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Media
Integrated Media Experts

Strategic Planning
Brand Development and Management

Digital Media Buying	Print/OOH
Programmatic Media	TV
Email Marketing	Radio
Social Media Marketing	Direct Mail

Creative & Content Development
Storytelling Experts

Brand Monitoring (Intercept)	Planning
Market Research	eReputation
SEO/SEM	Special Events

Public Relations
Transportation Experts

Video Production	Brand Development
Graphic Design	Copywriting
Crisis Communications	Public Affairs

Digital History



Direct Buy



Ad Network

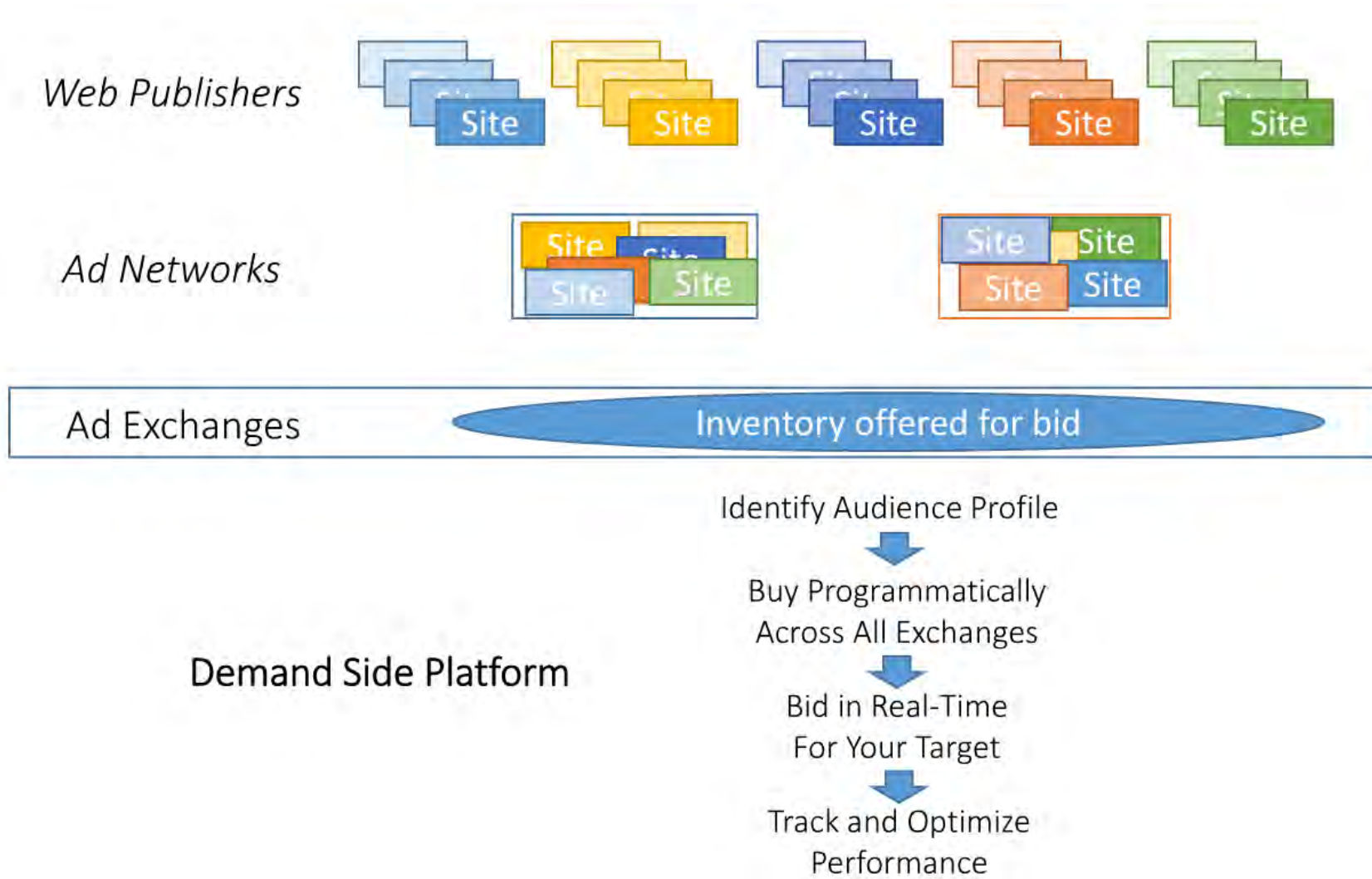


Demand-Side Platform

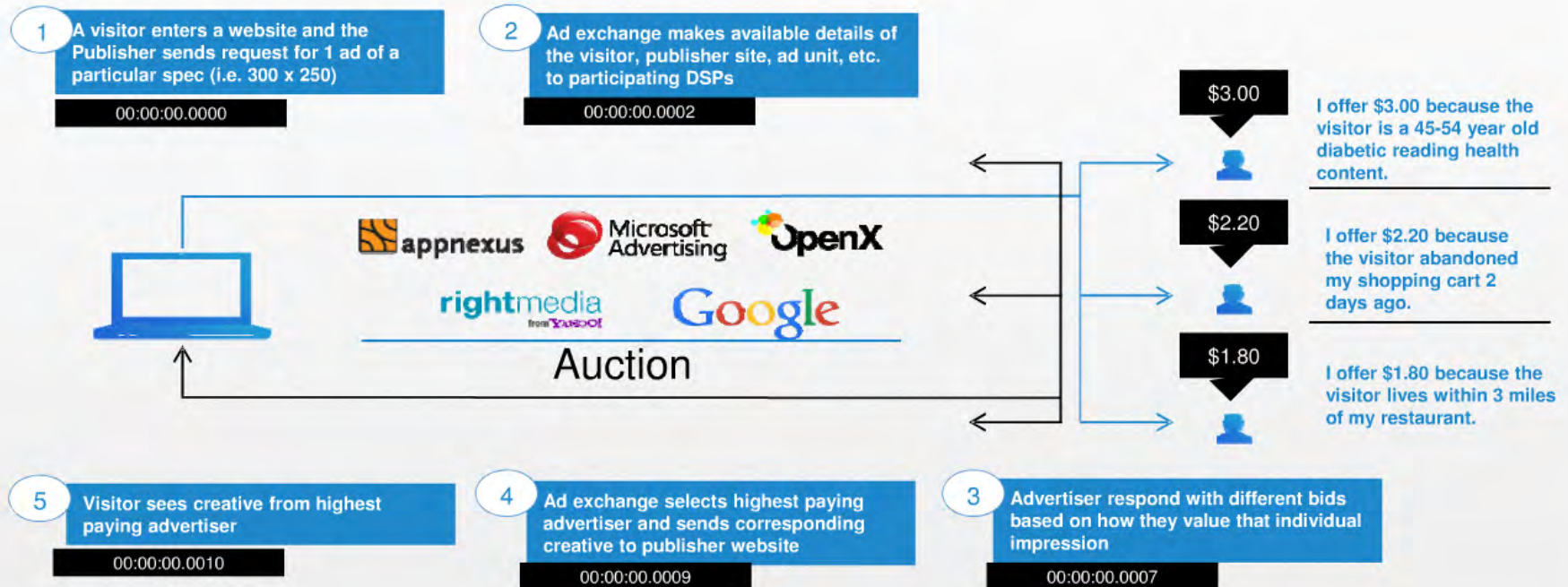
Explained:

- 1** Like the old days of buying a banner on a certain website that's popular. You get exact placement but at a high cost with the assumption that someone interested might see your ad. Very little targeting whatsoever.
- 2** Ad Networks came along providing a conglomerate of sites for your ads to run on with better reach and targeting and lower cost than direct buy. Problem was, not much transparency of where ads are shown, how much they cost, who the prospects are, and how they're being targeted. Still pricey and ad inventory is limited.
- 3** The DSP came along, which is software that allows buyers of digital ad inventory to manage multiple ad exchanges and data suppliers through one interface. Using the DSP, advertisers could engage in programmatic buying and real-time bidding (RTB). Greater reach, transparency, and lower cost.

Digital Advertising Ecosystem



REAL-TIME BIDDING HAPPENS IN 10 MILLISECONDS



Explain It Like I'm Eight

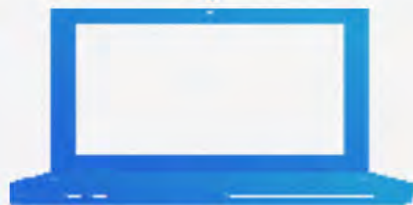
REAL-TIME BIDDING HAPPENS IN 10

1 A visitor enters a website and the Publisher sends request for 1 ad of a particular spec (i.e. 300 x 250)

00:00:00.0000

2 Ad exchange makes available details of the visitor, publisher site, ad unit, etc. to participating DSPs

00:00:00.0002



appnexus



Microsoft Advertising



OpenX

rightmedia
from Yahoo!

Google

Auction

5 IN 10 MILLISECONDS

Available details of
ad unit, etc.

OpenX
Google



Best paying
responding
site

3 Advertiser respond with different bids
based on how they value that individual
impression

00:00:00.0007

1

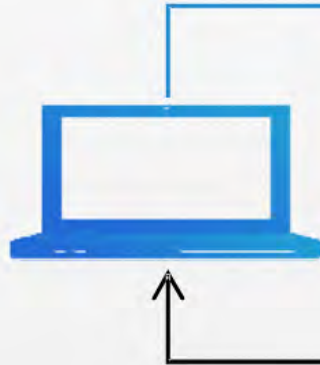
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appnexus

Microsoft Advertising

OpenX

rightmedia
from Yahoo!

Google

Auction

5

Visitor sees creative from highest paying advertiser

00:00:00.0010

4

Ad exchange selects highest paying advertiser and sends corresponding creative to publisher website

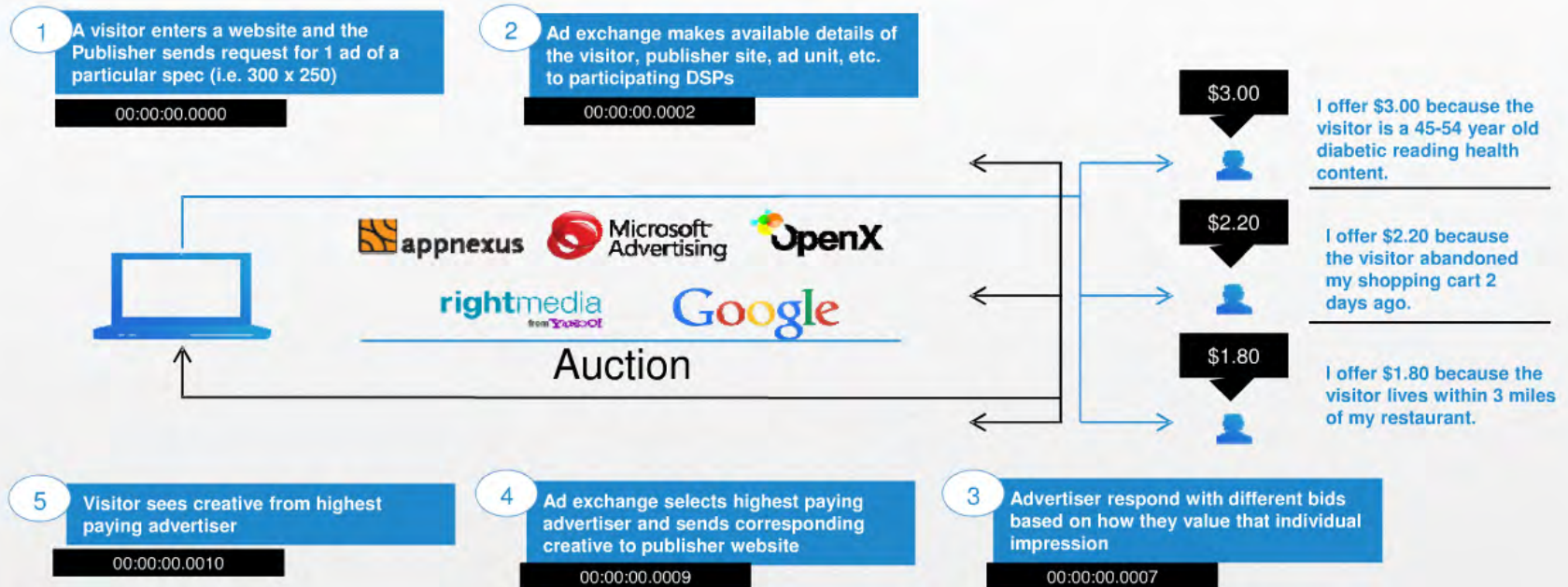
00:00:00.0009

3

Ad
bas
imp

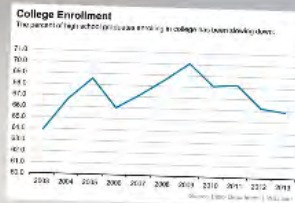
Explain It Like I'm Eight

REAL-TIME BIDDING HAPPENS IN 10 MILLISECONDS



Explain It Like I'm Eight

How It Works



Let's say enrollment is down.



Or you want more Open House visitors.



Or you started a new degree program or certificate.

How
Do
You
Reach
Them?



Can't afford this approach.



It's about being prescriptive.

3

Where are they? What's your data tell you?

4

What do you want them to do? RSVP, Inquire, Apply?

5

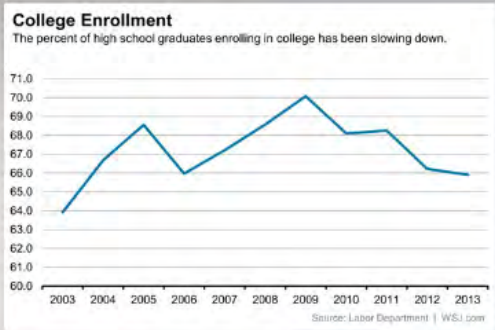
What's your budget, timeline, and nurture plan?

1

What are your goals? What do you want to achieve in your digital campaign?

2

Who are you going after? Take a look at your current audiences.



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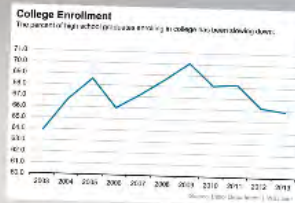
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UBER Targeting



Research

- Look at online media consumption habits
- Determine timing and location of audiences
- Build personas of higher ed intenders



Fetch the world's best data for prospects.

- You use your 1st party data (i.e. CRM data)
- Then use 3rd party data from data providers. Target prospects and parents based on their online habits, what they watch, where they go online, and what they shop. This shows intent.

Choose the best digital tactics to reach them.

- Geo-Targeting | IP Targeting | Retargeting
- Behavioral Targeting | Contextual Targeting | Demo-Targeting
- Mobile and In-App Targeting | Look-Alike Modeling
- Paid Social, Paid Search, Paid Display, Online TV/Video, Audio...



Programmatic Advertising
PRG is the auto

Programmatic

- Next generation of automated advertising
- Removes the human error associated with manual ad buying
- Ad transactions more efficient

RTB - Real-Time Bidding

- It's the "stock market" of selling and buying media in real time
- One ad impression at a time

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REAL-TIME BIDDING HAPPENS IN 10 MS

1. Visitor enters website and the advertiser makes a bid for the impression.

2. Advertiser makes a bid for the impression.

Student Search



MAILBOX (Direct Mail)

- Brand awareness and brand introduction
- Fulfillment pieces and open house invitations
- A major part in the touchpoints along the prospect's journey



INBOX (Email Marketing)

- Easy to track and immensely customizable
- Specific calls to action and non-invasive
- A major part in the touchpoints along the prospect's journey



SANDBOX (Digital Strategy)

- The most targeted form of student search - no spray and pray
- No wasted names or impressions - 1-to-1 advertising
- A longtime missing piece but critical part in the touchpoints along the prospect's journey

Touchpoints on Prospect's Journey AD - DM - DM - AD - EM - PC - EM - AD - RT - EM - PC - DM - AD - PC - INQUIRY/APPLY

NEXT: FUNNEL AND METRICS
The Power of Reporting



Research

Look at online n
Determine timing
Build personas o

Fetch the v

You use your 1st
Then use 3rd part
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Geo-Targeting |
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Touchpoints on Prospect's Journey AD ~ DM ~ DM ~ AD ~ EM ~ PC ~ EM ~ AD ~ RT ~ EM ~ PC ~ DM ~ AD ~ PC = INQUIRY/APPLY

NEXT: FUNNEL AND METRICS
The Power of Reporting

Reporting on In-Depth Insights

Attribution

In marketing, Attribution is the process of identifying a set of user actions ("events" or "touchpoints") that contribute in some manner to a desired outcome, and then assigning a value to each of these events.

- Wikipedia
- "Last-Click" and "First-View"

Performance by

- Advertiser
- Advertiser by geo
- Advertiser by geo by ad
- Site by device
- Time of day/day of week
- Performance by creative

Actionable Insights

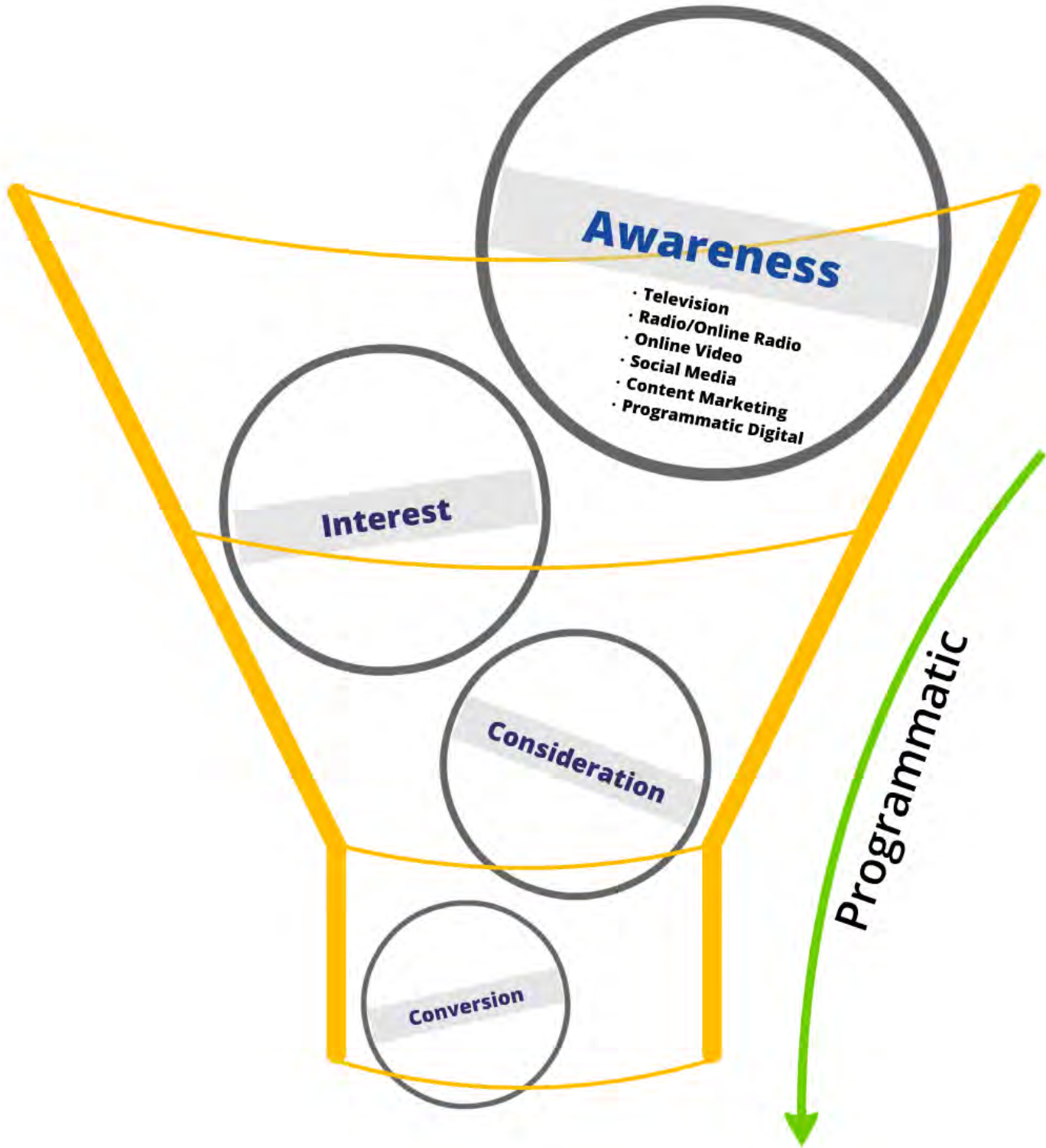
- Uncover granular to unknown trends
- Clarify assumptions
- Leverage insights to optimize traditional and other digital channel strategies

Example

1. Guarantee relevant reach
2. New opportunities for prospecting
3. Leverage first and third party data
4. Attribute and prove ROI across marketing mix
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The Power of Programmatic Buying in Higher Ed

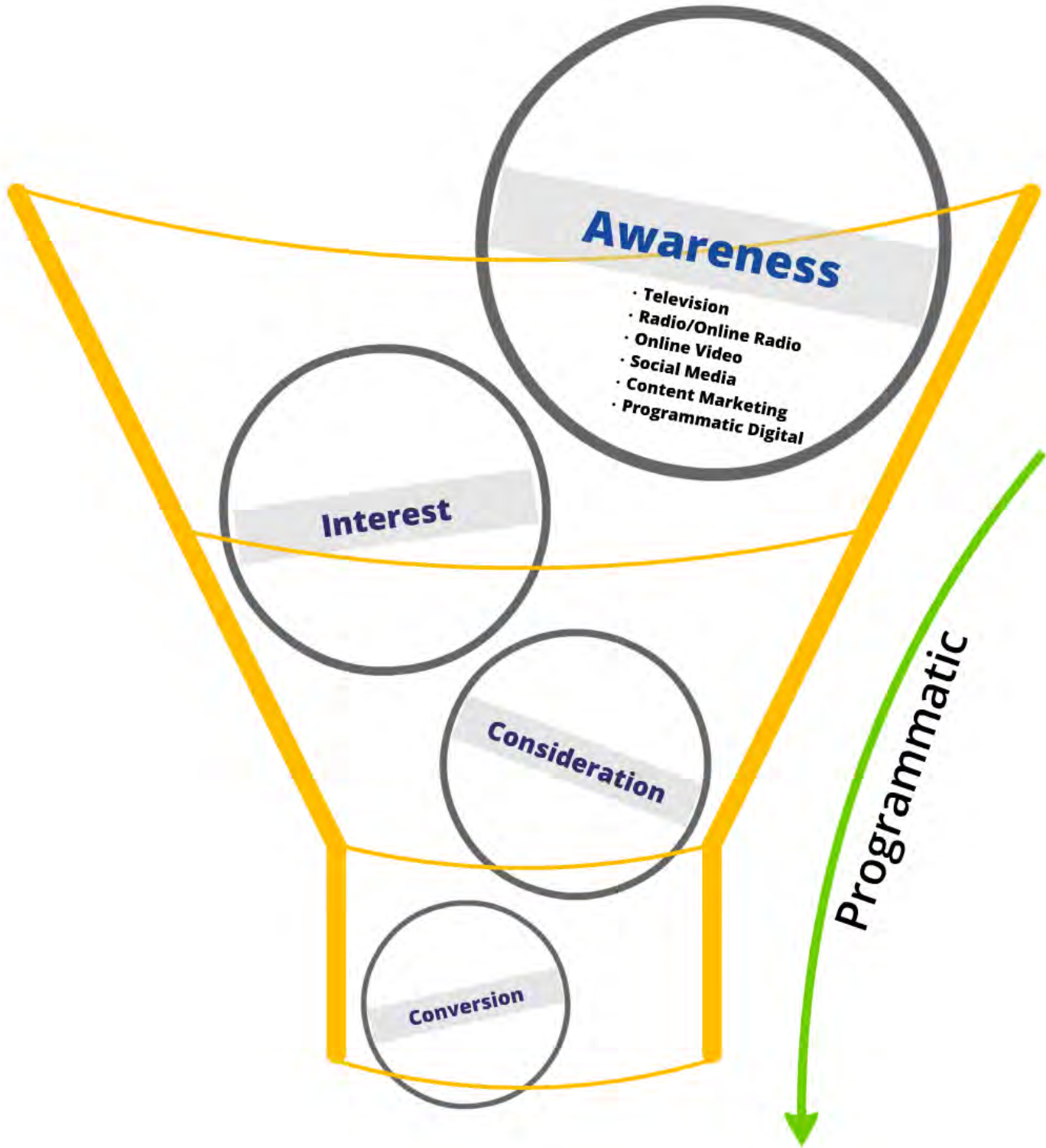






Awareness

- **Television**
- **Radio/Online Radio**
- **Online Video**
- **Social Media**
- **Content Marketing**
- **Programmatic Digital**



Reporting on In-Depth Insights

Attribution

In marketing, Attribution is the process

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"Post-Click" and "Post-View"

Performance by

- Audiences
- Audiences by geos



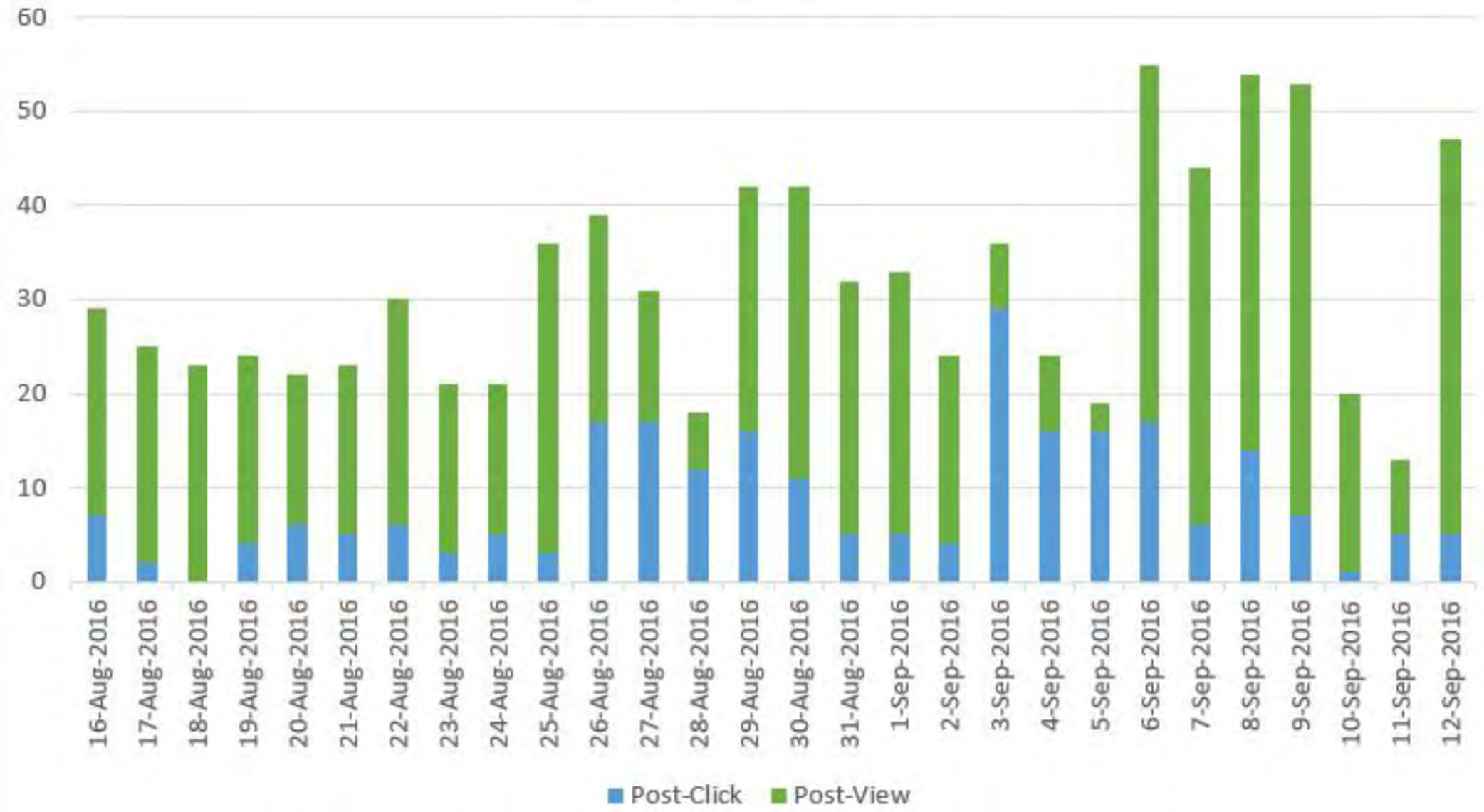
"Post-Click" and "Post-View"

Performance by

- Audiences
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- Audiences by geos by site
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Admissions Page Visits



Actionable Insights

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Actionable Insights

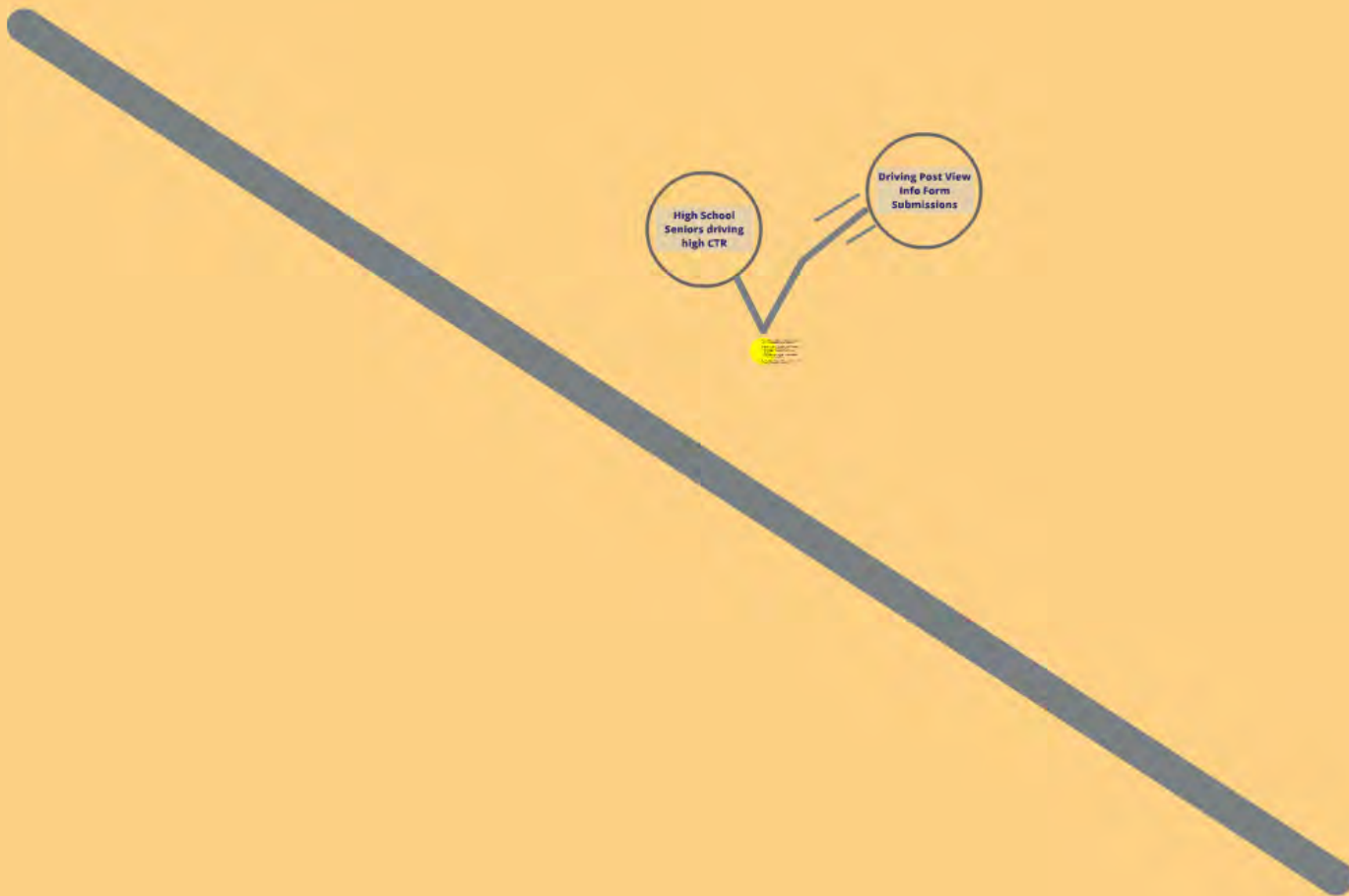
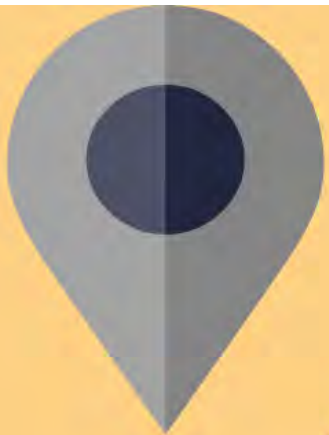
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Example



Example





High School
Seniors driving
high CTR

100%

Driving Post View
Info Form
Submissions



High School Seniors driving high CTR

The diagram features two large circles connected by a thick grey line. The left circle contains the text 'High School Seniors driving high CTR'. The right circle contains the text 'Driving Post View Info Form Submissions'. Three smaller grey lines radiate from the right side of the right circle towards the left circle, suggesting a causal or directional relationship.

**Driving Post View
Info Form
Submissions**

Fits a persona of yours: non-traditional high school senior, who may prefer 2 year vs four year

Target specifically with programmatic display or content placement with your story

- Cut through neighboring State College's presence
- Reach your relevant high school senior with valuable and reliable info

Begin building awareness to help your presence at college fairs and admissions team

Fits a persona of yours: non-traditional high school senior, who may prefer 2 year vs four year

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Programmatic Proof in the Pudding

Small Private Institution - \$8K/mo.

12 Months

22.5 Million Ad Impressions

53K Ad Clicks

.23 CTR

67K Site Activities

\$83 per App Started

Any
Questions



KIT

- Connection Point Blog
- Higher Ed Minute
- Call, Email, or Text
- Use us as a digital resource

How It Works

Can't afford

~~Spray
and
Pray~~

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The Power of Programmatic Buying in Higher Ed

How It Works

Ultimate Student Search Strategy



Uber-Targeting

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