

Nationally Recognized University Drives Online Applications with Keyword Contextual Search Retargeting and Multi-Channel Media

Overview

A top tier U.S. university partnered with Digital Mouth to increase application submissions for its newly launched online college leveraging intent signals among prospective students searching for its degree programs. In a highly competitive market characterized by media saturation, a native media strategy was introduced to distribute highly targeted ads within seconds of relevant search behavior to increase student conversions.

How We Did It

Keyword Contextual Search Retargeting

Audiences were targeted who expressed interest in the category, e.g. online degrees, etc., based upon the exact word or phrase that a user searched for or read on a webpage with each individual search date and time stamped. Ads were then delivered across all devices based on the recency of the search event as quickly as 15 seconds after the time of search.

Household-Level Audience Curation

A custom addressable audience was curated in real-time that aligned exactly with the target profile based on location data and demographic variables with an interest in online education located throughout all 50 states. That audience was further segmented leveraging geo-fences around the physical locations of regional high schools with the dates and times set to align with more than 200 college fairs and informational sessions.

Native Programmatic & CTV Strategy

As part of a multi-channel, native media strategy, users who conducted searches on their mobile or desktop devices were served ads on their large-screen OTT/CTV devices. Cross-device matching enabled online conversion tracking for actions taken on other devices of a targeted user, e.g. requests for information, "Chat Now" button clicks, and completed applications.

Real-Time, Automated Campaign Optimizations

By blocklisting underperforming domains, adjusting the frequency cap to limit the number of impressions per user, and focusing on users who were most likely to convert, results continued to improve. For example, CPA decreased by 96% from week one to week 15, averaging a 6.43% decrease each week.

The Results

\$113

Avg Campaign
CPA

72K

Unique User
Clicks

\$1.25

Total Display
CPSV

42K

Total
Actions

98.4%

OTT/CTV Completion
Rate
