

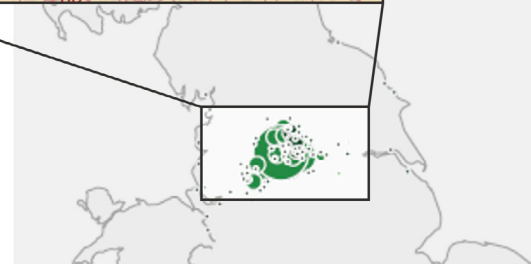
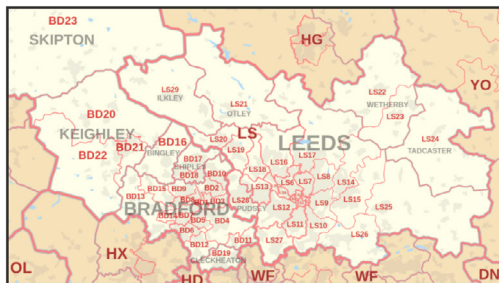


A renowned college wanted to maximise reach among potential students and their parents in areas most likely to attract applications for places.



1. PLAN OOH AND ONLINE TOGETHER

The client wished to run a connected media campaign that reached their target audience using a coordinated OOH and digital advertising campaign. We established the 25 most effective postcodes for poster locations in Leeds and Bradford and used Hyperlocal Targeting to ensure digital delivery was restricted to the specified postcodes.



Crimtan online delivery was focused on the target audience in specific postcodes

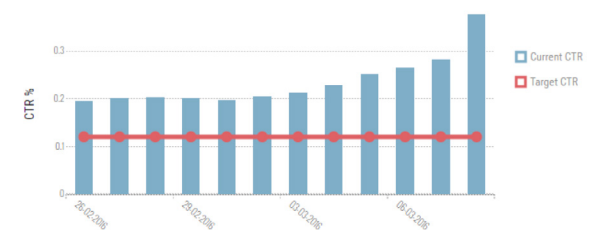
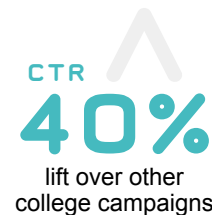
2. SELECT AUDIENCE TARGETING DATA

Crimtan overlaid additional audience data to ensure ads reached the target audience of wealthy parents with children in the selected postcodes.

3. OPTIMISE TO BEST PERFORMING DATA

From pixels on the College's prospectus download page, Crimtan developed an accurate picture of the most efficient data to optimise towards This allowed Crimtan to switch data and delivery strategies during the campaign and drive even more people to the page.

4. CAMPAIGN RESULTS



5. CAMPAIGN INSIGHTS



Personal Finance sites performed the best, but reach was limited so other contextual environments were also used.



Leaving the Nest' was the audience segment that performed best, but reach in the segment was limited, restricting clicks, so other best performing segments were also used.



Device and temporal data showed that the best CTR could be achieved on Friday between 6-8 pm on a Tablet.



Men aged 25-54 with high income performed best.