



CASE STUDY

Boosting Undergraduate Applications for a Large Public University

How Q1Media increased overall applications by 11.7%.

Campaign Quick Facts

11.9M

Impressions
Delivered

43K

Clicks

100K

Applications

11.7%

YoY Increase in
Applications



About the Client

A large public university offering bachelor's, master's, and doctoral programs with a student body of about 39,000.

The Campaign Goal

Increase overall applications for the Fall freshman class, including minority, international, and transfer students.

**CHALLENGE
THE WORLD**



Strategy

This campaign's demographic focus was feeder schools (including those with a large minority population), international schools, transfer schools, and students ages 16-18 interested in a four-year college. The campaign was launched in the Fall, a time when students and parents frequently seek information about higher education.

Q1Media built a multi-faceted campaign that would target students and their parents using Device IDs of students from feeder schools, location data from targeted schools, demo targeting, and interest targeting. Q1Media and the client used cross-platform display and pre-roll video, mobile device ID Interstitials, as well as ads on Facebook, Instagram, Snapchat, and TikTok.

Results + Success

Q1Media's hyper-targeted efforts proved to be extremely impactful for the client, with the campaign producing the following results:

Final Result: 100,000+ applications

- Total Applications: 11.7% increase YoY
- Transfer: 7.1% increase YoY
- African American: 20.6% increase YoY
- Chicano/Latino: 11.8% increase YoY
- Pacific Islander: 22% increase YoY
- Native American: 7.9% increase YoY
- International: 2.9% increase YoY