

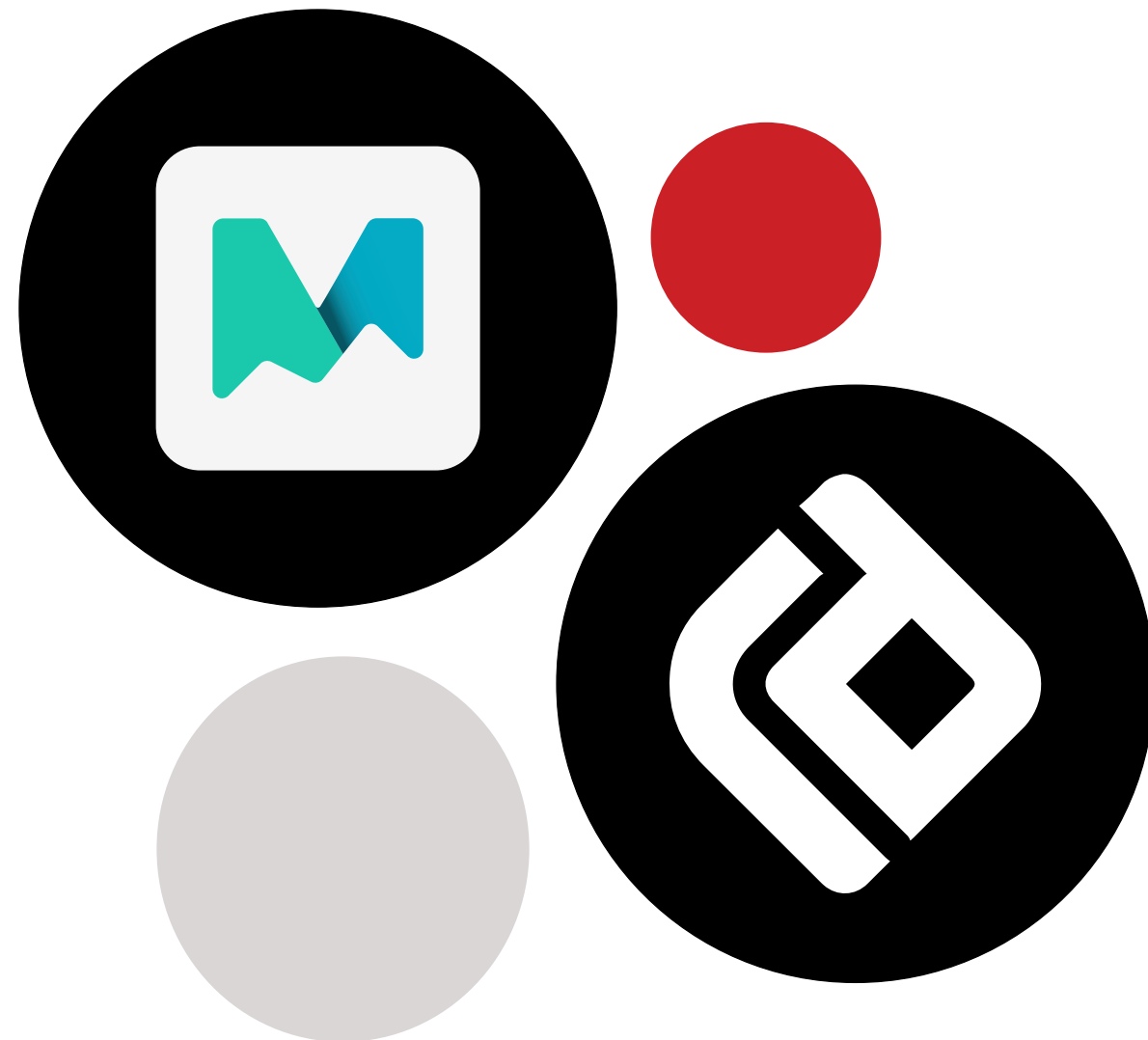
WHITEPAPER

# ADTRENDS

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# HIGHER EDUCATION

Keep reading →



## UNSURE OF WHERE TO **INVEST** YOUR MARKETING SPEND?

Our **AdTrends** research series, produced in collaboration with **MNTN**, highlights important marketing and advertising statistics across major industries like healthcare, higher education, food and beverage, and more.

**In this installment**, we focus on how universities and colleges are navigating financial and demographic challenges while leveraging innovative tools like video content, personalization, and connected TV (CTV) to improve retention and enrollment outcomes. These insights empower higher education marketers to refine their strategies and optimize budgets for 2025 and beyond.

WHAT'S INSIDE?

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- 01 → Enrollment Challenges
- 02 → Advertising Investments
- 03 → Student Engagement
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- 05 → Connected Media

01

# ENROLLMENT CHALLENGES



**STEEP ENROLLMENT DECLINE IS IMMINENT**

**THE HIGHER EDUCATION SECTOR IS BRACING FOR A SHARP DECLINE IN HIGH SCHOOL GRADUATES.<sup>1</sup>**



This demographic shift highlights the need for institutions to adapt quickly to maintain enrollment.

**AFTER 2025, THE COLLEGE-GOING POPULATION IS EXPECTED TO SHRINK BY **15%****



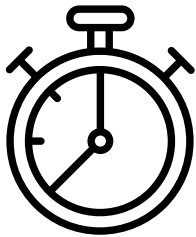
**IN THE NEXT 5 TO 10 YEARS.**





# \$818.6 BILLION INDUSTRY

IN 2023, HIGHER EDUCATION'S MARKET SIZE UNDERScoreD ITS ECONOMIC IMPACT, BUT THE **PRESSURE TO INNOVATE** IS GREATER THAN EVER.<sup>2</sup>



02

# ADVERTISING INVESTMENTS





**COLLEGES AND UNIVERSITIES  
SPENT HEAVILY ON TV  
ADVERTISING IN 2021,  
REFLECTING THE INDUSTRY'S  
RELIANCE ON TRADITIONAL  
MEDIA FOR VISIBILITY.**



**70%** 

**OF INSTITUTIONS PLAN TO EXPAND THEIR DIGITAL MARKETING EFFORTS IN 2024.<sup>3</sup>**

**INSTITUTIONS DEDICATE \$429-\$623 OF MARKETING SPEND PER STUDENT ANNUALLY.<sup>4</sup>**

This showcases industry-wide commitment to outreach and student retention.

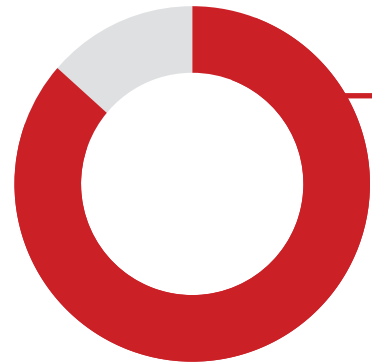


03

# STUDENT ENGAGEMENT

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**VIDEO CONTENT IS A CRITICAL DECISION-MAKING TOOL FOR STUDENTS, MAKING IT AN ESSENTIAL PART OF EFFECTIVE MARKETING STRATEGIES.**<sup>3</sup>



**84%**

OF STUDENTS VALUE VIDEO CONTENT.

**PERSONALIZATION IS KEY IN CAPTURING STUDENT ATTENTION.**<sup>5</sup>



**88%**

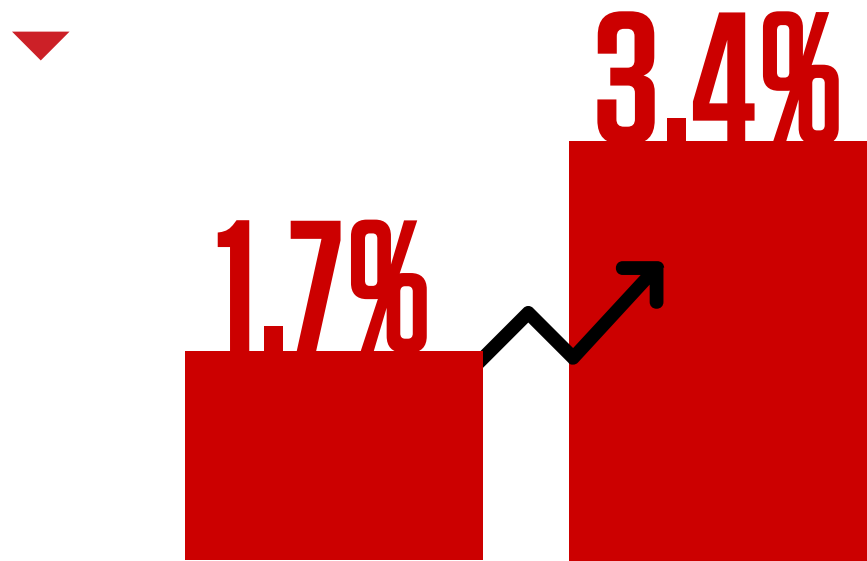


Report engagement gains with personalization.



DOUBLE THE CONVERSION RATES

**PERSONALIZED ADVERTISING  
IN COLLEGIATE CAMPAIGNS  
SIGNIFICANTLY BOOSTS  
CONVERSION RATES FROM  
1.7% TO 3.4%.<sup>5</sup>**



04

# LEADERSHIP FOCUS

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**MARKETING TAKING A SEAT AT THE TABLE**

**56%** OF CMOS ARE INVOLVED  
AT THE EXECUTIVE LEVEL OF OF  
HIGHER EDUCATION INSTITUTIONS.  
**43%** REPORT DIRECTLY TO  
UNIVERSITY PRESIDENTS.<sup>4</sup>

# RETENTION EQUALS REVENUE



A 5-percentage-point increase in freshman-to-sophomore retention on a 10,000-student campus can generate an additional

# \$10–\$20 MILLION

**IN TUITION REVENUE ALONE,**

not including savings on recruitment and admissions costs.<sup>6</sup>

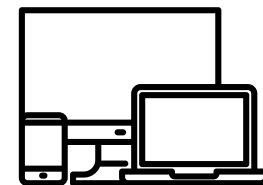


05

# CONNECTED MEDIA



# 76% OF UNDERGRADUATES USE CTV: STREAMING SERVICES DOMINATE UNDERGRADUATES' CONTENT CONSUMPTION, WITH



**76%**

**STREAMING TELEVISION**  
on connected devices.<sup>7</sup>

# 82% OF ADULTS AGED 25-54 ARE CTV USERS



Graduate students and non-traditional learners also rely heavily on connected TV, making it a valuable channel for outreach across all age groups.<sup>7</sup>



06

# REFERENCES

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3. [LinkedIn: Higher Education Marketing 2024 Complete Guide](#)
4. [Simpson Scarborough: The State of Higher Ed Marketing](#)
5. [Modern Campus: What Is Website Personalization for Higher Ed?](#)
6. [McKinsey & Company: Rethinking 101: A new agenda for university and higher education system leaders?](#)
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