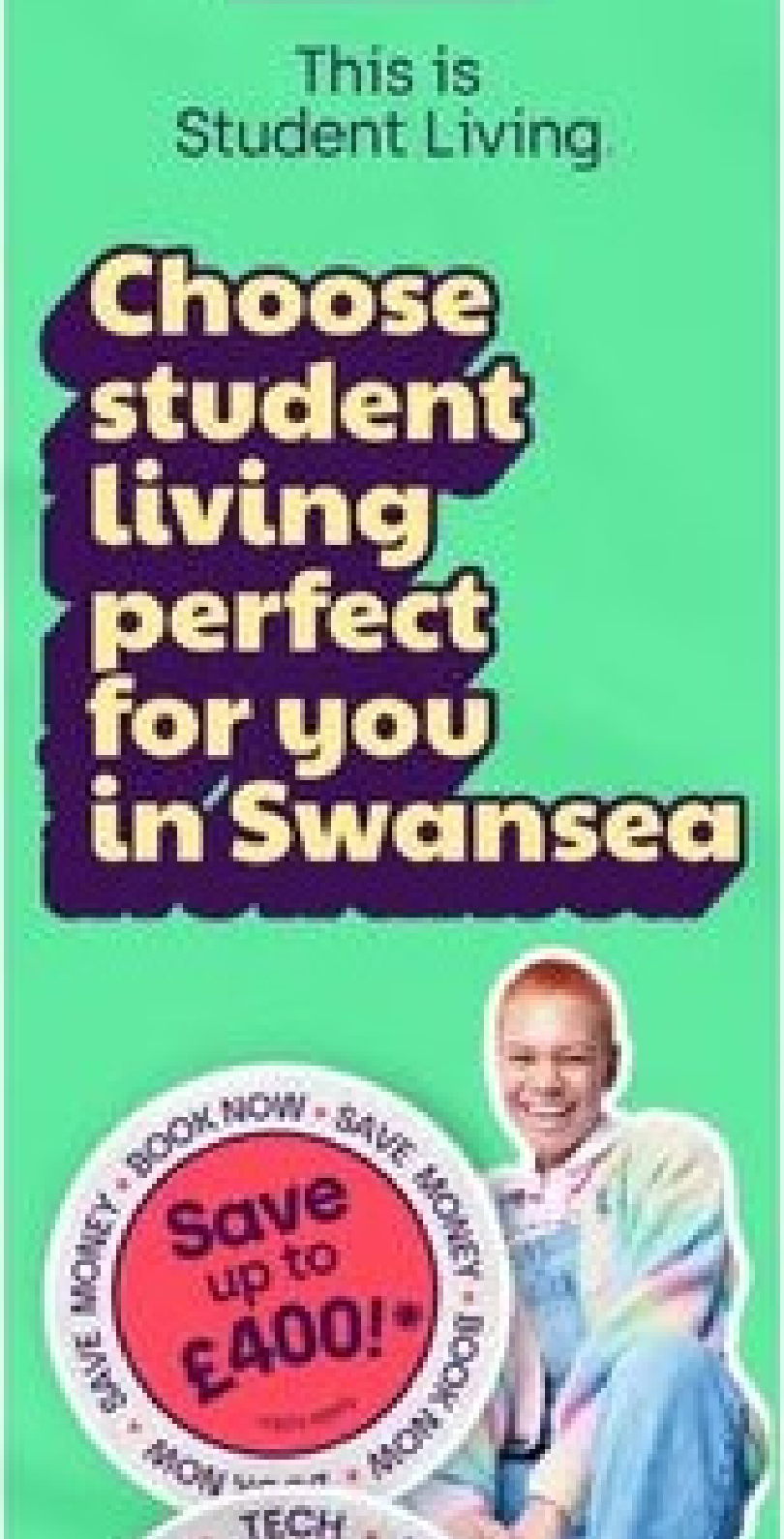
FRESH STUDENT LIVING

Driving student accommodation bookings



AT A GLANCE »



Client: Fresh Student Living – Ty Nant, Swansea

Sector: Property

Objective:

Raise awareness of a new premium purpose-built student accommodation development and drive enquiries from prospective students ahead of the 2025/26 academic year.

Solution:

Mobile Plus geo-targeted display campaign combining demographic, behavioural, keyword and app-based targeting to reach 18–24-year-old students actively researching accommodation in Swansea.

Outcome:

- 1,070 clicks delivered, 8.3% above the booked target
- 0.57% CTR, reflecting strong audience relevance and creative performance.

THE CHALLENGE & APPROACH »

THE CHALLENGE

Ty Nant is a premium purpose-built student accommodation development, which entered a competitive market as students weighed up their options for the upcoming academic year.

Students researching accommodation in June are often early decision-makers, making precision targeting essential. Reaching this audience at the right moment required a mobile-first approach built around genuine behavioural signals rather than broad demographic assumptions.

With multiple providers competing for the same audience in the same city, Ty Nant needed to be present at the right time, in the right environment, with creative relevant enough to convert attention into action.

THE APPROACH

- **Focused on proven in-market intent:**

A pre-built audience model for students starting university was selected as the primary targeting layer, accounting for 38% of all campaign clicks and validating strong alignment between this segment and the Ty Nant proposition.

- **Channel and format decisions led by audience behaviour:**

The campaign ran across mobile display via Mobile Plus, geo-targeted around Ty Nant's High Street location and extended to cover Swansea University and the University of Wales Trinity St David. App targeting placed the brand directly on Rightmove, Zoopla, UCAS and WhatUni.

- **Creative formats selected for maximum visibility:**

Four ad sizes ran concurrently, with the MPU leading at 36.5% of all clicks, consistent with mobile display benchmarks for high-visibility in-app and mobile web environments.

THE RESULTS »

1,070

CLICKS DELIVERED

Exceeding the booked target by 8.3% at no additional cost

0.57%

CLICK-THROUGH RATE

Reflecting engaging creative relevant to the student audience

38%

CLICKS FROM STUDENT AUDIENCE MODEL

Confirming this segment as the strongest targeting layer

HIGH-VALUE OUTCOMES »

PEAK ENGAGEMENT ON SATURDAYS (24.1%) AND EARLY EVENING

Aligning with student browsing behaviour. Giving clear scheduling opportunities for future campaigns

TWO FORMATS = 59.1% OF CLICKS.

Prioritising these sizes for future creative production will maximise performance across mobile inventory

CAMPAIGN OVER-DELIVERY

Demonstrates strong inventory availability in the Swansea student market, signalling teh client could scale budget and campaign windows in future activity

WHY THIS MATTERS »

For student accommodation developers and operators, the challenge is not simply awareness. It is reaching the right student at the right stage of their decision-making process, before they commit elsewhere.

This campaign demonstrates that a precisely targeted mobile-first approach, built around genuine audience intent rather than broad reach, can cut through in a competitive accommodation market.

For any property brand looking to engage student audiences around key decision windows, whether clearing, offer season or pre-term, mobile display with layered behavioural and contextual targeting offers a measurable and scalable route to that audience.



GET IN TOUCH »

Looking to reach high-intent audiences at the moments that matter most?

Talk to us about mobile-first campaigns designed around real-world outcomes.

PHONE

0113 834 6399

EMAIL

info@fonemedia.co.uk

WEBSITE

fonemedia.co.uk