MONTCLAIR STATE UNIVERSITY

Reaching students at critical decision-making moments



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AT A GLANCE »



Client: Net Natives - Montclair State University

Sector: Higher Education

Objective: Raise awareness and drive consideration among prospective transfer students

Solution: Mobile-first, intent-led student targeting

Outcome:

- 2.20% CTR
- 5,451 qualified clicks
- 48,978 high-intent students reached.

THE CHALLENGE & APPROACH »

THE CHALLENGE

- Transfer students actively research alternatives across multiple channels and devices.
- Visibility is hardest at moments of intent, when students are comparing institutions and pathways.
- Competition for attention is high within local and state university markets.

THE APPROACH

- **Focused on student intent and behaviour:**

Targeted prospective transfer students actively researching universities, courses, and next-step education options.

- **Mobile-first discovery strategy:**

Delivered Mobile Plus display formats optimised for mobile and tablet usage, ensuring strong visibility above the fold.

- **Local relevance at decision points:**

Aligned targeting to New Jersey community colleges and state universities, ensuring presence where transfer consideration was highest.

THE RESULTS »

2.20%

CLICK-THROUGH RATE

Exceeding Education engagement benchmarks

5,451

QUALIFIED CLICKS

From students actively exploring transfer options

48,978

HIGH-INTENT STUDENTS REACHED

Focused on prospective transfer pathways

KEY INSIGHTS »

This campaign revealed:

- Tablet engagement dominated (82.7%), reinforcing the importance of tablet-optimised creative in student recruitment
- The high-intent keyword "university courses" drove 51.99% of all clicks
- Above-the-fold placements significantly outperformed lower placements
- Tuesday–Thursday delivered the strongest engagement, informing future optimisation and scheduling

WHY THIS MATTERS »

This campaign demonstrates how reaching students at moments of active intent, using mobile-first, locally relevant targeting, improves efficiency and engagement in higher education recruitment.

By focusing on behaviour, device usage, and decision timing, Montclair State University cut through a crowded market and connected directly with prospective transfer students when consideration was highest.

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.

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