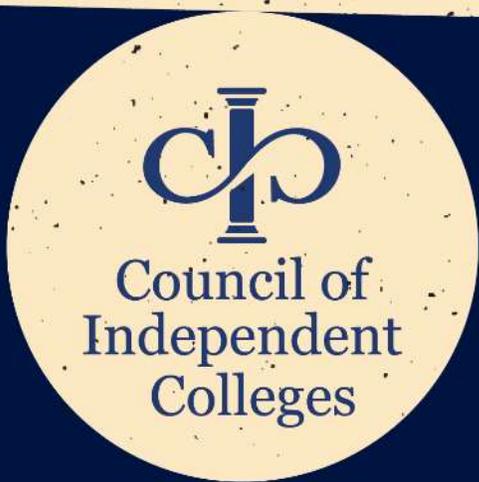




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Chair: Rochelle Ford

President, Dillard University

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College APP

The *Adult Prospect Pipeline*

Leading in the Age of Digital Communications
CIC Presidents Institute

Andy Carlson, VP, State Strategy
January 6, 2023

Digital media metrics – Choose a strategy

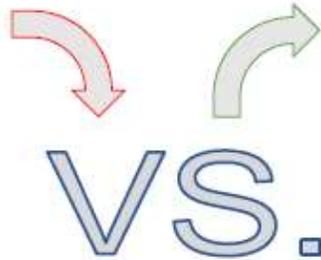
Status Quo

Ask digital platforms who you should advertise to (place ads in front of people with certain specified characteristics)

- Interest categories
- Demographics
- Past behavior models (maintain inequities)

Traditional Goals/Metrics

- Impressions
- Broad Reach
- \$\$ spent on feel good metrics



Intentional and Strategic Engagement

Tell digital platforms who you want to advertise to (strategically place ads in front of specific, curated individuals)

- Person-level data
- Democratization of targeting (everyone has a chance)
- Future intent models (address inequities)

Advanced Goals/Metrics

- Engagement
- Targeted Reach/Frequency
- \$\$ spent on conversion metrics

How the strategies play out in the real world

Status Quo

Advertises to the full population – spending time and money getting “broad reach” hoping to find the 25% of people who are interested in the message

Each person is served the ad at a **frequency** of 2-3 times. Leads to 3 million **impressions**. 1% **engagement/click rate** (industry standard) leads to 10,000 clicks on the ad

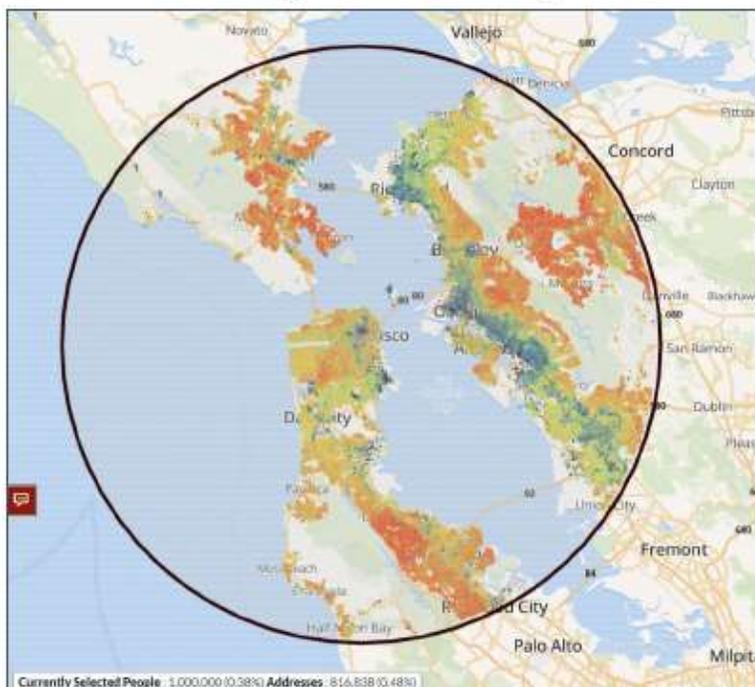
Status Quo wins

- **Broad reach**
- **Impressions**

Dollars spent \$\$\$

- Example -

An area with 1,000,000 adults aged 18-59 and a set digital marketing budget



Intentional and Strategic approach

Advertises to 250,000 people who have the highest probability of intent

Each person is served the ad at a **frequency** of ~10 times. Leads to 2.5 million **impressions**. 6% **engagement/click rate** (average with new approach) leads to 15,000 clicks on the ad

The new approach wins

- **Efficiency**
- **Frequency**
- **Engagement/click rate**
- **Lead generation**

Dollars spent \$\$\$

Digital Ad Example

Merced College Video Carousel Screenshots



Digital Ad Example

Rensselaer Polytechnic Static Ad Set Screenshots

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QUESTIONS?

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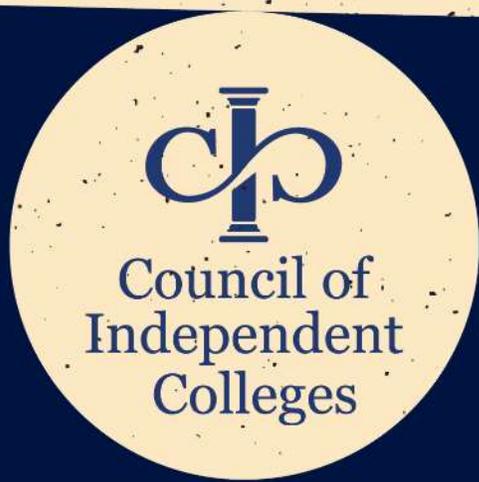


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Thank you



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