

# METHODIST UNIVERSITY

## THE OBJECTIVE

Methodist University was looking to increase their admissions for the Fall of 2023. They also wanted to target students that had been accepted to the university but had not completed their enrollment or paid their tuition, encouraging them to complete these tasks.

## THE SOLUTION

To drive results, the campaign targeted the graduating class of high school seniors and their families by using Look Back Technology.



We drew geofences around all the local high schools and looked back at who had visited those locations over the past few months.



We identified the mobile device i.p. addresses during this time frame and matched them to the records of their owners. We then sorted the list by age range to target the HS seniors.



We then matched these device I.D.s to their resting locations or home addresses and paired them to their emails. We also used addressable geo-fencing to target their home addresses and targeted them on social media through their emails.



We extended the campaign reach on social media by also targeting look-alike audiences to ensure we were getting this message in front of as many potential students and their families as possible.

Each month of the campaign, we matched the address records for those we targeted to the addresses of those who enrolled to see who could have been influenced by the campaign.

## THE CAMPAIGN RESULTS

To date, the campaign has been successful - matching back 136 addresses between the dates of February 1, 2023 through May 30, 2023 to students who have enrolled at the university and that were also served ads from the campaign. Based on these results, the campaign has been extended through July 30, 2023. The campaign is also showing up in their Google Analytics as the third largest traffic source to their website during this time.

As of May 30, 2023, the campaign results are as follows:

### SOCIAL MEDIA

**689,769**  
IMPRESSIONS

**978**  
CLICKS

**248**  
CLICKS

**0.14%**  
CTR

NATIONAL AVERAGE  
CTR 0.02%

### ADDRESSABLE GEO-FENCING

**653,499**  
IMPRESSIONS

**786**  
CLICKS

**0.12%**  
CTR

**16**  
VIEW THROUGHS

NATIONAL AVERAGE  
CTR 0.08%

### RETARGETING

**61,125**  
IMPRESSIONS

**120**  
CLICKS

**0.20%**  
CTR

**50**  
VIEW THROUGHS

NATIONAL AVERAGE  
CTR 0.08%

## CLIENT TESTIMONIAL



Methodist University is known for excellence and so partnering with Influence Digital Agency is a natural fit as IDA's staff, product, and eagerness to exceed expectation falls in line with MU's pursuit of excellence. We're happy with our ROI and look forward to continued success in strategically targeting ever-changing markets.



**Brad Johnson**

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