

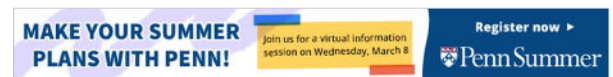
University of Pennsylvania Summer Program

The University of Pennsylvania's Summer Program campaign aimed to attract potential students for their "Penn Summer" program.

This program provides summer classes for students in the tri-state area who wish to take courses at home or attend an Ivy League school during the summer.

STRATEGY

The campaign employed various channels to reach the targeted audience efficiently. Most of the focus was on the Delaware Valley (Philly DMA) to attract local students, accounting for 90% of the campaign's efforts. Additionally, 10% of the targeting was allocated towards students from feeder schools such as Pepperdine, Cornell, Boston College, and Columbia. To optimize reach and engagement, the campaign used different methods such as paid search, social lead generation, in-need targeting, streaming audio, and display/retargeting.



EXECUTION

- 1 Paid Search:** Strategic keyword targeting and compelling ad copy were used to capture the attention of individuals actively searching for summer programs in the Philadelphia area. Advertisements appeared prominently in search engine results, driving relevant traffic to the campaign's landing page.
- 2 Social Lead Generation:** Targeted advertisements were deployed on popular social media platforms like Facebook and Instagram to engage with potential students. The campaign utilized demographic and interest-based targeting to reach students interested in summer programs at an Ivy League school.
- 3 In-Need Targeting:** Customized messaging targeted students who expressed a specific need for summer classes or desired to enhance their academic journey during the summer break.
- 4 Streaming Audio:** Ads were strategically placed on popular streaming platforms to reach a wide range of students during their daily audio consumption. The campaign utilized engaging audio content to capture attention and encourage students to explore the Penn Summer program.
- 5 Display/Retargeting:** Display ads were showcased on relevant websites and utilized retargeting techniques to re-engage with individuals previously interested in the Penn Summer program. This approach aimed to reinforce the campaign's messaging and increase conversion rates.

RESULTS

The University of Pennsylvania, Summer Program campaign successfully served 6.6 million impressions to the target audience.

OVER 39,000 QUALIFIED CLICKS

to the designated landing page, resulting in an overall click-through rate (CTR) of 0.60%.

The achieved CTR surpassed the industry average, indicating the campaign's effectiveness in capturing audience attention and driving engagement.

CONCLUSION

The University of Pennsylvania, Summer Program campaign effectively utilized diverse tactics to drive leads and promote the Penn Summer program. The campaign achieved impressive results by implementing targeted strategies across various channels, including many qualified clicks and a high CTR.

These outcomes demonstrate the campaign's success in raising awareness and generating interest among students in the tri-state area and feeder schools. The University of Pennsylvania effectively showcased the unique educational opportunities available through the Penn Summer program, establishing itself as a top choice for students seeking high-quality summer classes in an Ivy League setting.

Get in touch to find out more.



OUR AIM WAS TO OFFER AN EXCEPTIONAL SUMMER LEARNING EXPERIENCE TO STUDENTS IN THE TRI-STATE AREA.

We strongly believed that the Penn Summer program would provide a unique opportunity for students to explore their academic interests while enjoying the benefits of an Ivy League institution.

Data-driven analytics. Creative thinking. Leading-edge technology. We want to use our tools and knowledge to meet your needs and enliven your business. **We are Orange.**

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