SEMCASTING

Boosting Higher Education Admissions through Effective Online Targeting

▶ **HIGHER EDUCATION**

▶ **ONBOARDING CRM**

▶ **MANAGED SERVICES**

Semcasting's 1st Party Audience Targeting platform helps higher education instituions find 85% match rates and reduces wasted ad spends.

Higher Education Admissions

As the competition for gaining admission to colleges and universities intensifies, higher education institutions are increasingly relying on data to identify and engage with prospective students. However, traditional digital marketing approaches often fail to deliver accurate and relevant results, leading to wastage of time, effort, and money.

To overcome these challenges, a top Northeast university approached Semcasting, seeking a cost-effective and efficient way to engage with over 12,000 undergraduate applicants within a 90-day application window. By leveraging Semcasting's advanced 1st party audience targeting platform, they were able to achieve extraordinary match rates of up to 85%.

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Onboarding

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The program was carefully structured with two objectives. First, to engage with all the applicants and showcase the university's cultural and educational benefits. Second, to target successful applicants and encourage them to sign up for an optional orientation day on campus.

Semcasting's approach involved on-boarding the applicant list provided by the university, mapping the demographic profiles, and converting them into online targetable households and devices. By leveraging the modem and devices in the applicant's home, this approach allowed the university to reach the applicant and other high-priority influencers within the household. Furthermore, Semcasting's unique targeting capabilities enabled the university to expand the unique user coverage and increase the applicant pool during the campaign's first half.location data signals, they are able to identify devices connected to households and target their ads more effectively.

Through Semcasting's expertise and advanced targeting capabilities, the university achieved remarkable results, eliminating wasted spend on retaining students who had already committed to other establishments. With Semcasting's ability to match and deploy a custom audience within 48 hours, regular monitoring and reporting, the university saw increased engagement and applications.

Results

Our Managed Service team successfully completed the campaign. The increased unique user reach engaged new applicants and drove higher turnout for their orientation day on campus. With consistent optimization over the course of the campaign, the university was able to increase response rates within the applicant pool, and maintain it with the pool of accepted applicants.

▶ **1,264,099 impressions**

▶ **0.12% CTR**

▶ **64% Reached**

Looking to talk?

Semcasting supports marketers with control of first-party customer data, enhancement, activation and performance measurement across the entire digital ecosystem.

Get in touch at info@semcasting.com.