

Case Study: Virginia Tech

In the Fall of 2010, Virginia Tech ran a campaign on College Prowler to promote an upcoming open house event to prospective students. The campaign consisted of both email marketing and banner advertising and was uniquely targeted to students interested in specific schools and/or living in specific counties in four different states.

"We were attracted by the opportunity to target our campaign at a university-specific level. Being able to place banner ads on specific university pages is a unique feature of College Prowler and we were happy with the results."



Cecelia H. Crow
Brand Marketing Manager, Virginia Tech

"College Prowler was easy to work with and was able to provide targeting at both the geographic and school-specific levels to help our agency achieve our goals for this campaign."

Grace Schiraldi
Principal, Synapse Communications

Geo-targeted banner campaign

Virginia Tech targeted specific counties in four states outside of Virginia to promote an upcoming open house event to out-of-state students. After a few weeks, we noticed some regions were performing better than others and made adjustments mid flight to spend budget more effectively. The campaign achieved a 0.10% CTR across the four states, with the best performing state averaging a 0.15% CTR.

School-targeted banner campaign

Virginia Tech targeted students interested in similar/competitor schools by placing 3 banner ads on the pages of 7 specific schools on College Prowler as well as its own page.

The campaign achieved a 0.10% CTR across the 3 ad units with the best performing ad spots averaging a 0.12% CTR across the 7 schools:

Targeted email campaign

College Prowler sent emails to users on behalf of Virginia Tech to promote an upcoming open house that was targeted to the following segments:

- Prospective students living in specific counties in four different states
- Prospective students who had expressed interest in Virginia Tech or one of seven competitor schools chosen by Virginia Tech.

The campaign achieved a 20% open rate across the two segments.

The screenshot shows the Penn State page on College Prowler. At the top right, there is a banner for Virginia Tech's Open House event, scheduled for September 25 or 26 and November 6 or 7. The main content area includes a 'Report Card' with the following data:

Academics	B+	Greek Life	B-
Athletics	A	Guys	A+
Campus Dining	A-	Health & Safety	B+
Campus Housing	B	Local Atmosphere	B
Campus Strictness	B	Nightlife	A
Computers	B+	Off-Campus Dining	B+
Diversity	C+	Off-Campus Housing	B-
Drug Scene	C-	Parking	C+
Facilities	A-	Transportation	A
Girls	A	Weather	C

Below the report card is the 'Penn State at a Glance' section with the following statistics:

Location:	University Park, PA	School Website:	www.psu.edu
Control:	Public	Admissions Website:	admissions.psu.edu
In-State Tuition:	\$14,416	Financial Aid Website:	www.psu.edu/studentaid
Out-of-State Tuition:	\$25,946	Application Deadline:	Rolling
Room & Board:	\$8,820	Acceptance Rate:	51%
Average Financial Aid:	\$9,698	Admission Difficulty:	Average
Full-Time Undergrads:	36,749	Average SAT Scores:	1100-1300
Part-Time Undergrads:	1,239	Average ACT Scores:	24-29

The 'Student Author Overview' section features a profile picture and text: "Despite common reservations about the location and climate, most Penn State students are fiercely loyal to their alma mater. Penn State boasts one of the largest alumni populations in the United States; graduates are proud of their degrees, and employers recognize the University's name immediately. Although the campus is located in a very rural area, school is technologically up-to-date and on the cutting-edge of current research. Aside from academics, PSU is also known for its social scene, especially in relation to sports and parties. Nittany Lion football—home of the 2009 Big Ten Champions—is a national draw and a point of pride for both the University and the town of State College. For anyone interested in playing or watching varsity sports, PSU is a top choice. Penn State has also been ranked highly by many polls and "party school" surveys as one of the top party schools in the nation. While it certainly isn't the wildest town, these rankings are definitely accurate. The small-town setting and large-school atmosphere makes for little else in the way of entertainment, so it can be hard to avoid encountering the party scene during your time as a student. Still, the mix of work and leisure seems to work well for most of the student body, and academic standards at Penn State remain relatively high. It's easy to spend four years at Penn State as an ever-serious student, focused completely on whatever you choose to study. With so many opportunities to relax nearby, balance and moderation are some of the best skills to learn from your four years in college."

Virginia Tech targeted students interested in Penn State by placing banner ads on the Penn State pages on College Prowler.