

## **Esquire Advertising Higher Education - Case Study, Spring 2021**

### ***Executive Summary***

Esquire Advertising ran a hyper-focused digital advertising campaign on behalf of Prescott College with the intent of increasing brand awareness and interest in the college to prospective transfer students. Esquire used its proprietary iDent device extraction technology and fraud-free targeting capabilities to identify existing students at community colleges across the county and serve them with ads promoting four academic pillars at Prescott College. The targeted audiences were segmented by "nationwide" and "in-state" community colleges to ensure proper messaging and program offerings were viewed by the populations. Over the course of the 5 month campaign, inquiries and started applications increased in the targeted pillars for both segments, and can be traced back to the ad campaign's audiences to provide attribution.

### ***About Esquire Advertising (Provider)***

Esquire Advertising is a digital advertising agency specializing in trackable digital ad placement to highly specialized audiences. Esquire offers a premium advertising service founded on iDent Technology, an advanced proprietary toolkit that allows our team to observe smart devices at a physical location and match them back to a household. We can then target individuals at the household level by identifying and targeting all the internet connected devices used at that location.

Esquire's iDent Technology is not only powerful, it is also 100% cookie-free. In other words, a potential consumer does not have to have previously interacted with a business or institution online to be targeted with advertising. This type of sophisticated adtech is beneficial for organizations looking to target people based on physical, real-world behavior and characteristics rather than a cookie profile.

### ***About Prescott College (Client)***

Prescott College was founded in the 1960's with the lofty goal of becoming the "Harvard of the West" with a focus on producing leaders crucial to successfully meeting the challenges of the world. Prescott College sets the standard for academic excellence through experiential, collaborative education that transforms diverse learners into leaders who make a difference while making a living. Committed to social justice and environmental sustainability, Prescott College serves local and global communities through innovative and intellectually adventurous liberal arts and professional programs.

### ***The Challenge***

Prescott College had a goal to increase brand awareness and interest in the college among students who may be ready to transfer or resume their education. Prescott College wanted to reach current or recent students at community colleges, both in their home state of Arizona and across the country, and encourage them to transfer to Prescott College in an online or in-person format. The hope was to encourage interest and engagement in four particular pillars of study; Education, Cultural & Ethnic Studies, Environmental Studies, and Psychology & Human Development.

### ***The Ask***

Prescott College sought Esquire's help in effectively reaching students with digital ads to increase their interest and engagement with Prescott College and the outlined pillars. The first group of students they wanted to reach was on a national level, for adult learners at community colleges ages 24 - 40. The second group of students were in-state learners at community colleges, ages 17 - 40.

### ***Methodology***

Esquire's proprietary GeoFraming technology identifies smart devices in a given area with unprecedented accuracy, down to a single meter. In this case, the technology was used to target students at community colleges of particular interest to our client. By specifically mapping the schools of interest, we identified any devices (smartphones, tablets, laptops) seen in a given location. When the device is captured, a demographic filter for age is applied to ensure the ads were only served to the relevant age groups as outlined by Prescott College. The iDent technology then allows us to attribute a physical home address to the identified relevant devices. Once the device has left the academic venue, we continue to target them with digital web banner ads and Social Media ads wherever they go and across all of their devices. Identifying the household address of the device allows us to provide a matchback report to Prescott College to track actions taken by the identified audience, including submitting an inquiry of interest or starting an application. All of this is accomplished without the use of cookies. With GeoFraming, we are able to go back in time and capture devices for up to 6-months in the past at the targeted locations.

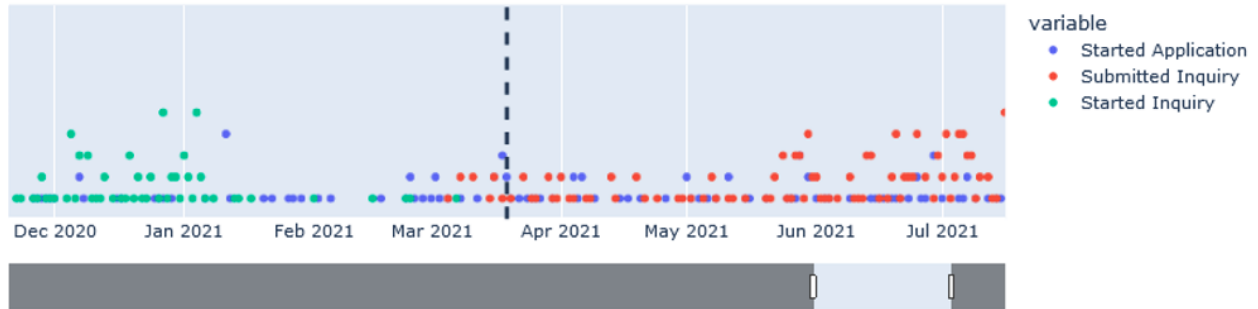
Digital ad service occurs across multiple platforms, including social media and web banner displays depending on the behavior of the individual's internet use on their various devices. Esquire ran individual pillar ad messaging to the applicable audience segments, along with a creative with a more broad, combined message promoting the college without the specific pillar association. The ads self-optimize based on interaction of the audience. The frequency of service per identified student varies, but the target frequency was approximately 1 - 3 impressions per student per day for the in-state group, and 1 - 5 impressions per student per week for the nationwide group. Our ad interaction standard is to meet or exceed a CTR (Click Through Rate) range of 0.08 % - 0.10%.

### ***Performance***

The campaign had a positive impact on actions taken by students in the areas of interest. There was an increase in inquiries submitted and applications started for the featured pillars during the campaign period compared to the same time frame before the campaign started.

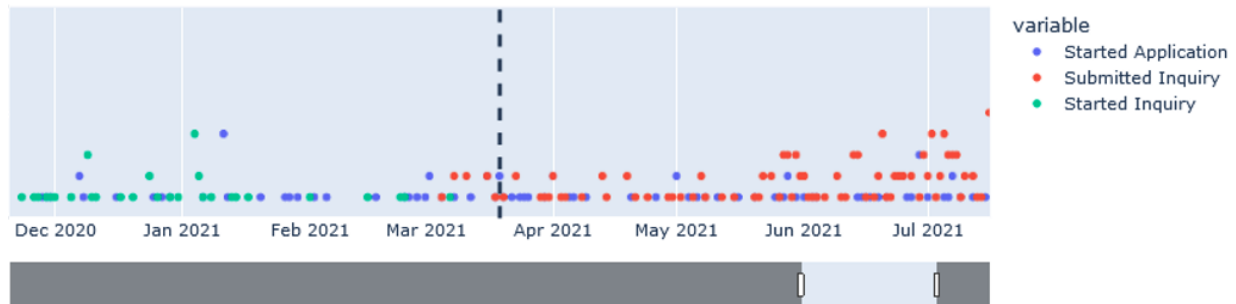
The amount of submitted inquiries for the in-state group (community college students in Arizona, ages 17 - 40) increased by 28.43% and started applications increased among this group by 45.65% during the campaign period for the featured pillars, which included Education, Cultural & Ethnic Studies, Environmental Studies, and Psychology & Human Development (Figure 1.1).

**FIGURE 1.1**



The amount of submitted inquiries for the nationwide group (community college students across the united states, ages 23 - 40) increased by 358.85% and started applications increased among this group by 48.57% during the campaign period for the featured pillars, which included Cultural & Ethnic Studies, Environmental Studies, and Psychology & Human Development (Figure 1.2).

**FIGURE 1.2**



**Conclusion**

Esquire Advertising’s hyper-targeted advertising positively impacted interest and actions taken in the four academic pillars Prescott College sought to promote. By specifically targeting the devices of students at community colleges, Esquire was able to effectively and efficiently advertise to the most relevant and receptive audiences for Prescott College and eliminate ad waste. There was significant lift seen in actions taken in both audience segments in the intended areas, and Prescott will be able to track these student actions throughout the admissions process and matchback successful enrollment to the advertising effort.