

ESQ CASE STUDY



EDUCATION

STOP MARKETING BASED ON A GUESS. START MARKETING BASED ON THE DATA.

THE BACKGROUND

A small, liberal, west coast college wanted new and innovative ways to reach potential students in the areas of undergraduate admissions, graduate admissions, and transfers by identifying and serving ads to the most relevant audiences.

THE CHALLENGE

Esquire was tasked with identifying current students at varying stages of the academic life cycle, including highschool students, state college and university students, and community college students, and serving them with digital ads to influence their academic interests in favor of client. This required capturing student Device IDs while they were active at targeted schools and advertising to this high value audience.

OUR APPROACH

Esquire's proprietary GeoFraming technology identifies devices in a given area with unprecedented accuracy, down to a single meter. In this case, the technology was used to target students at high schools, colleges and universities, and community colleges of particular interest to our client. By specifically mapping the school of interest, we identified any devices (smartphones, tablets, laptops) seen in a given location, and then attribute a physical home address to those 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. 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.

PERFORMANCE STATISTICS

- **254 UNIQUE STUDENTS TOOK ACTION**
- **12% OF ALL ACTIONS TAKEN WERE INFLUENCED BY THE CAMPAIGN**
- **10% OF APPLICATIONS STARTED INFLUENCED BY THE CAMPAIGN**
- **16% OF INQUIRIES INFLUENCED BY THE CAMPAIGN**

ABOUT ESQUIRE

Through our proprietary approach of matching Device IDs and IP Addresses to physical addresses, our clients are able to effectively target consumers and match their ad campaign directly to in-store sales. Our system is 100% cookie-free and it's proprietary approach connects with real people at an unparalleled accuracy, eliminating ad fraud. We are the premier choice for digital advertising.

For more information, visit www.esquireadvertising.com

QUESTIONS? CONTACT OUR ESQ TEAM FOR ALL YOUR MARKETING NEEDS!

ADAM BALL

adam@esquireadvertising.com
804-551-4910

DAVID JEWKES

david@esquireadvertising.com
502-689-3471

LAUREN STRONG

lauren@esquireadvertising.com
919-578-1298

NICK CRUZ

nick@esquireadvertising.com
480-586-4365