

## Higher Education Client Boosts Traffic and Engagement with ContentAccess

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**Outcomes:**

Days in-flight: 30

Impressions: 133,042

Clicks: 4,997

Average CTR: 3.76%

Average Cost Per Click: \$.16

**Benchmarks:**

Average CTR for Education: 0.20%

Average Cost Per Click for Education: \$2.36

**Challenge**

A Higher Education client faced the challenge of driving immediate traffic and engagement through cost-effective display marketing. Traditional methods were either too costly or failed to generate the necessary engagement levels. The client needed a strategy that could deliver high volumes of traffic and prompt interactions without exceeding their marketing budget. The key challenge was to leverage cost-effective display advertising CPM to achieve these goals, particularly in an industry where average click-through rates (CTR) and cost per click (CPC) were less favorable.

**Solution**

To tackle this challenge, the Higher Education client partnered with ContentAccess who utilized its advanced HTML5 ad units to create engaging and dynamic display ads. These ads were designed to capture the attention of potential students and drive immediate traffic to the client's website. Leveraging expert DSP targeting, the ads were strategically placed to reach the most relevant audience segments at optimal times, ensuring maximum visibility and engagement.

**Performance**

Over a 30-day campaign, ContentAccess delivered outstanding results for the Higher Education client:

Impressions: 133,042

Clicks: 4,997

Average CTR: 3.76% (compared to the industry average of 0.20%)

Average CPC: \$0.16 (compared to the industry average of \$2.36)

These results demonstrates the effectiveness of ContentAccess advanced HTML5 ad units and strategic targeting. The campaign's CTR of 3.76% far exceeded the industry benchmark, showcasing the ads' ability to engage the target audience effectively. Additionally, the significantly lower CPC of \$0.16 highlighted the cost efficiency of the campaign, providing substantial savings compared to industry averages.

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### Conclusion

The advanced HTML5 ad units, combined with strategic DSP targeting and dynamic page experiences, resulted in a highly effective campaign that outperformed industry benchmarks for CTR and CPC. This case study underscores the potential for advanced display advertising strategies to achieve exceptional results in the Higher Education sector.

ContentAccess's innovative approach not only delivered high volumes of traffic but also ensured meaningful engagement, setting a new standard for cost-effective digital marketing in the education industry. By adopting similar personalized and dynamic advertising strategies, other educational institutions can achieve comparable success, driving traffic and engagement while optimizing their marketing budgets.