

Digital Display Targeting

Capture's Digital Display Targeting services use a multi-channel approach to deliver customized display ads to prospective students. Ads can be served on any device through web, mobile, and social channels, including Facebook.

We tailor the content and creative of each ad for your specific audience segments. These display ads promote brand awareness, engagement, conversions, and the effectiveness of all your other marketing campaigns.

Our Digital Display Targeting suite of products provides a complementary approach to online advertising using the most innovative technologies available.

Household IP Targeting

- IP addresses are matched to specific households based on 30+ data points
- 100% accuracy on households that are matched
- Customized ads are served across all devices to all users on the IP network—students & parents
- Dayparting delivers ads at peak times when families are most likely to be home

Email Targeting

- Email addresses are matched to users' browser cookies
- Campaigns can run on both Facebook and the web
- Customized ads are served across all devices and reach users wherever they are
- Only requires an email address to begin targeting

Geo-IP Targeting

- All IP addresses within a geographic area are captured
- Customized ads are served across all devices to users on the associated networks
- Effective method to reach non-traditional students in specific locations, such as feeder and competing institutions, businesses, and military bases

Digital Display Targeting

Mobile Geotargeting

- A custom radius is set around specific locations (e.g. high school)
- Uses opt-in latitude and longitude data accurate down to 10 ft.
- Customized ads are served to mobile devices while users are in the specified radius and continue to be served after they leave the area

Retargeting

- Customized ads are served to users who have visited your website or microsite
- Ads can be displayed on the web and on Facebook across all devices
- Effective method to quickly reengage and keep your brand in front of visitors who may not have converted or were distracted while previously on your website

Search Retargeting

- Predetermined keywords/phrases are set for each campaign
- Display ads are triggered when a user searches for any of those terms in any major search engine, blog search, or other search bar on the web
- Ads are displayed to those users as they visit websites after their search
- Targeting can be limited to specific geographic locations (e.g. city, zip code, state)
- Effective method to reach users searching for your institution, your competitors, and specific programs/majors



.49%

Click-through rate of **Dominican College's** Digital Display Targeting campaigns, more than 6x the industry average of 0.07%.



.43%

Click-through rate of **Briar Cliff University's** Digital Display Targeting campaigns, 6x the industry average of 0.07%.



.23%

Click-through rate of **Avila University's** integrated IP Targeting and Retargeting campaigns, nearly 3x the industry average of 0.07%.