
Data Driven Advertising for Business Schools

How to recruit Bachelor, Master, MBA,
Executive MBA Students



Data Driven Advertising for Business Schools

GOALS:

- raise AWARENESS for your school
- increase TRAFFIC from prospective students
- generate registrations for EVENTS
- boost downloads of PDF BROCHURES
- get more sign ups for PROFILE REVIEWS
- ... and most important:
EARN MORE APPLICATIONS!

Prospective Student Targeting

Inventory:

Our media experts access over 150 digital exchanges to target your audience groups on Mobile, Desktop and Tablet devices.

Audiences:

1st, 2nd, 3rd Party
InMarket
Affinity & Intent



Our campaigns reach prospective students anywhere in the world



People Data

Geo, Age, Gender, Profession, Education, Income, Interests, Contextual, Device, Language and many more targeting features.

Multi-Channel Ads

DISPLAY Ads



HTML5
Banner Ads

NATIVE Ads



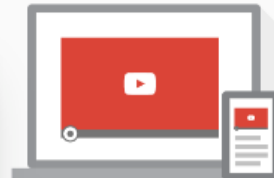
Image/Text

TEXT Ads



Text

VIDEO



YouTube and
Programmatic

DYNAMIC ADS FOR DIFFERENT STUDENT GROUPS

According to a study by Google, 70% of the success of data-driven campaigns is directly attributable to the creative.

Dynamic Display Ads can be customized to different audience groups and communicate individual messages tailored to these audiences.

For example, imagine a campaign that advertises deadlines for campus events for different degrees. We would use one creative with different graphics, content and URLs for each program.



BUSINESS SCHOOL COMPETITORS:

We use customized algorithms to target candidates who recently visited a **business school website**.

For example: Stanford Graduate School, Harvard Business School, Insead, Wharton, Ceibs, London Business School, Chicago Booth, MIT Sloan, Columbia Business School, Berkeley Haas, Yale School of Management, IESE Business School, Oxford Said, Kellogg, Tuck, Cambridge Judge, Singapore Business School, HEC Paris, Duke Fuqua, Esade Business School, IMD, Darden, Indian, Stern, UCLA, Cornell Johnson, Ross, SDA Bocconi, Warwick, Durham, St. Gallen, Essec, Rotterdam School of Management, ESADE, ESCP, Mannheim Business School, *and more ...*

*We design Algorithms to target prospective students.

MASTER STUDENTS:

We use customized algorithms to target
visitors of research portals for Master's programs.

For example: mastersportal.com,
masterstudies.com, topuniversities.com,
findamasters.com, study.eu, gradschools.com,
and *many more...*

GMAT, GRE and TOEFL:

We use customized algorithms to target prospective students who are **preparing for a language test.**

For example: gmatprep.com,
bloombergprep.com,
gmat.economist.com, start.gmat.com,
mathrevolution.com, e-gmat.com,
mba.com, udemy.com, ef.com,
toefl.magoosh.com, edx.org,
toeflgoanywhere.com, *and more ...*

InMARKET AUDIENCES

Target people who are actively planning their careers - Here are some examples of audiences and inventory we could reach over the next 30 days with **Google's InMarket audiences** (amount in cookies):

A) Business Education

USA 19 million / China 6.7 million / Germany 5.3 million

B) Foreign Language Study

China 22.9 million / Colombia 7.9 million / South Africa 1.3 million

C) Study Abroad Programs

Canada 1.8 million / Russia 3.51 million / Vietnam 7 million

D) Executive and Management Jobs

France 1.4 million / Spain 735k / Brazil 5.4 million

2nd and 3rd PARTY DATA

2nd Party Data: People with similar behaviors and interests
- Similar Audiences from ***your school's website***

3rd Party Data: Provider collected data from a variety of websites and platforms and aggregated those into categories based on characteristics such as behavior, interest, gender, age, profession, etc.

- A) Post-secondary Education
- B) Masters in Management Researchers
- C) Potential Business School Students
- D) Graduate School Candidates

Target potential students while they prep for TOEFL, GMAT and GRE on Youtube.

TOEFL, GMAT, GRE preparation

- linguamarina, 5.45M subscribers
- MagooshTOEFL, 86k subscribers
- MBA Crystal Ball, 83k subscribers
- TOEFL TV, 177k subscribers
- GMAT Club, 67k subscribers
- PrepScholar GMAT, 29k subscribers
- Yash Mittra, 131k subscribers
- GREedge, 84k subscribers
- etc.



Get ahead of your competition and approach your audience while they research business schools on Youtube.

Business Schools Channels

- Wall Street Journal, 3.3M subscribers
- HEC Paris, 66k subscribers
- London Business School, 187k subscribers
- Harvard Business School, 469k subscribers
- Essec Business School, 67k subscribers
- Bocconi University, 24k subscribers
- Singapore Business School, 24k subscribers
- UCLA, 10k subscribers
- ESCP Business School, 24k subscribers
- WHU, 2.9k subscribers
- etc.



REMARKETING

Connect with candidates who previously interacted with you.

It's a long process for students to decide which school they want to apply to.

Therefore it's crucial for a business school to remind people who previously visited their website about deadlines and increase brand awareness by providing news about the school and updates regarding events.

Our campaigns generate over **90% of applications** through remarketing campaigns. It's a powerful tool to engage prospective students on their candidate journey and support their decision to apply to your school.

REPORTING



Your Campaign Dashboard

- Real Time Reporting with complete campaign data
- Daily monitoring through our media buying team
- Weekly optimization
- Monthly meetings with valuable insights about campaign performance

WHY WORKING WITH US?

At **Attention Media**, data is the foundation for breakthrough levels of accuracy, engagement and efficiency in advertising.

With powerful, data-driven tools, deep-dive analysis and personalized management, our digital marketing experts deliver campaigns that drive your business directly to your target audience, with measurable results.

Find out more about our experience, partners and clients:
attention.media/en/about-us/

WE ARE LOOKING FORWARD TO WORKING WITH YOU!



THANK YOU



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