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where informed decisions begin

Transfer Student Engagement Strategies: The Power of Video and Custom Audience Targeting

Thursday, November 18, 2021

Eduventures' Student Sentiment Research

College-bound high school students tell us about their college search

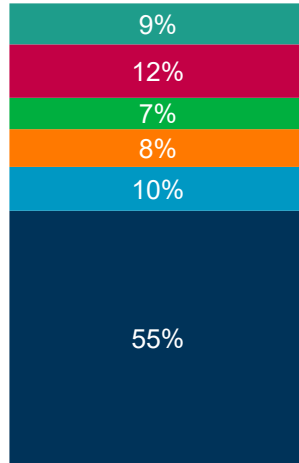
- Annual survey of college-bound high school students
- National sample
- 2,179 respondents in 2021
- College search behavior and outreach preferences at core of survey



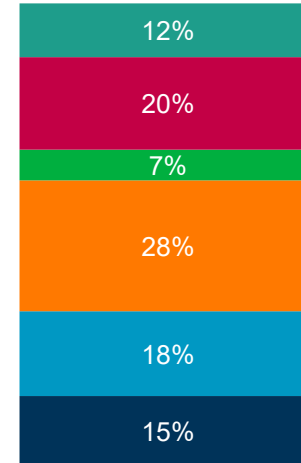
But Why Ask High School Students?

What do they know about searching for a transfer school?

When did you first start considering schools that you might want to transfer to?



Transfer Prospects at 2-Year Schools



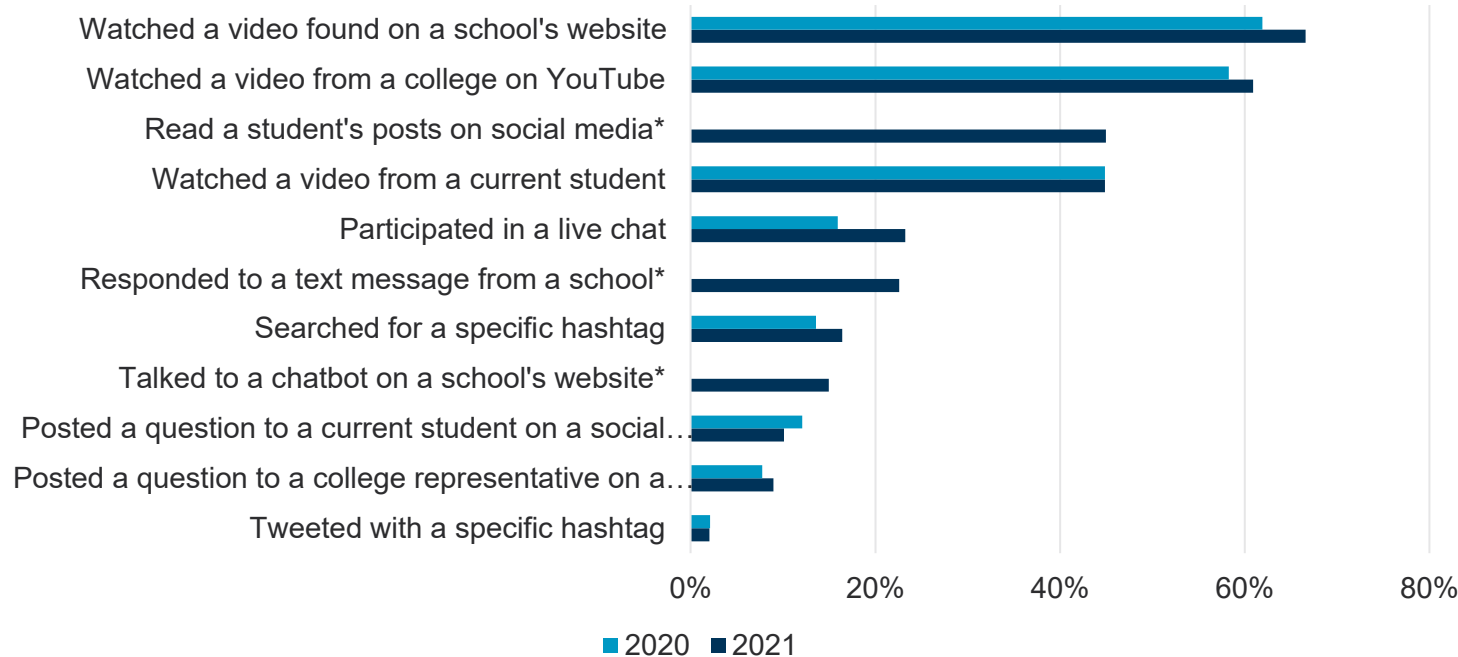
Transfer Prospects at 4-Year Schools

- Before starting at my current school
- Second semester of my first year
- Second semester of my second year

- First semester of my first year
- First semester of my second year
- Haven't considered particular schools yet

Video is Key in Gen Z's College Search

Have you done the following during your college research?



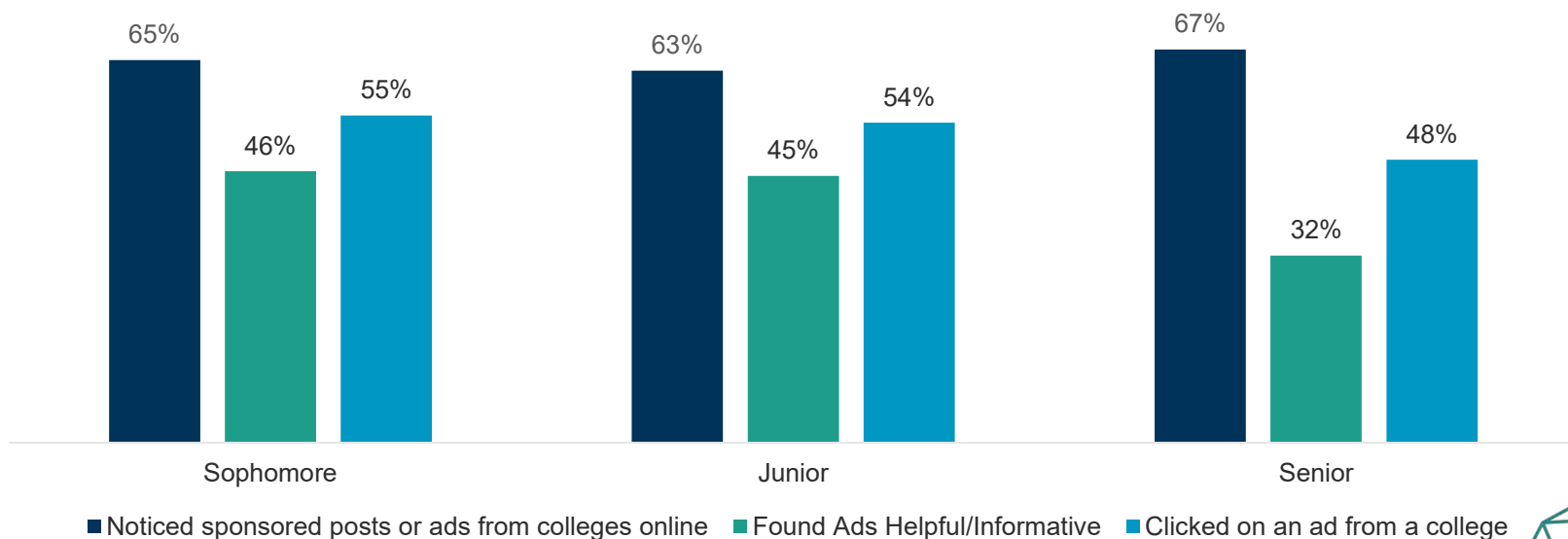
* Question was not asked in 2021

Source: Eduventures 2021 and 2020 Student Sentiment Research

Students Notice Digital Ads – And Don't Mind Them

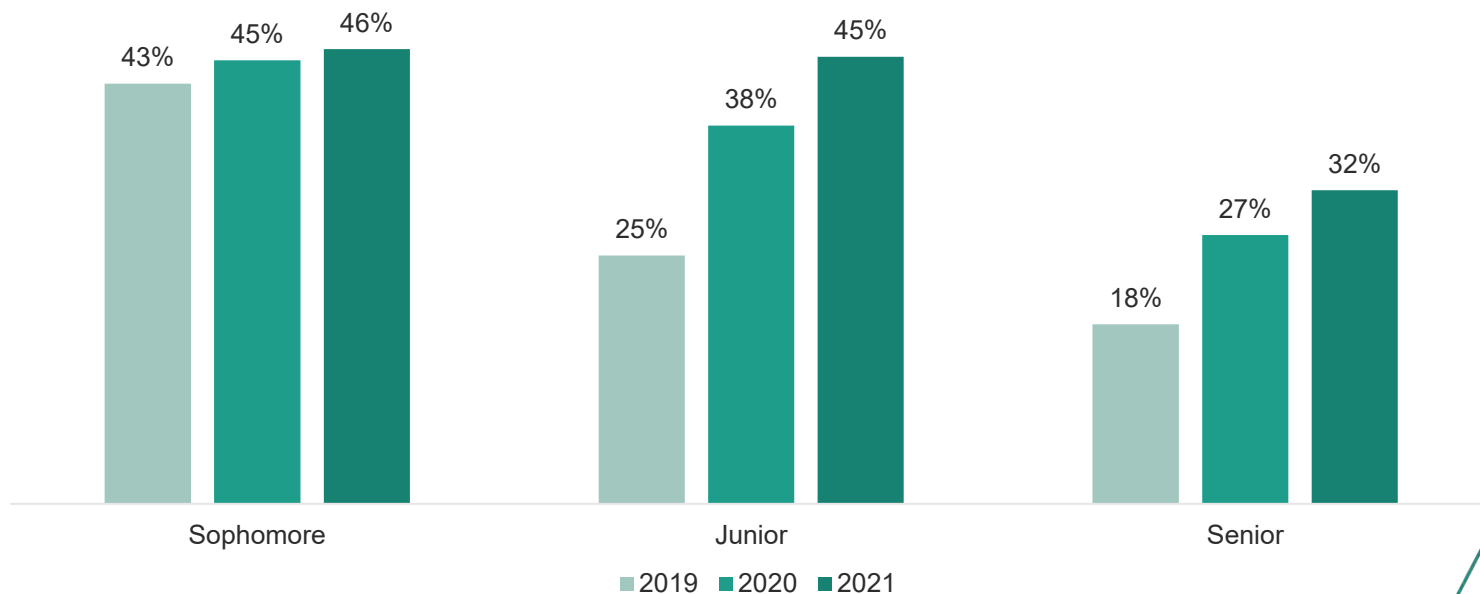
How do transfer students experience their school search?

Impact of Digital Advertising



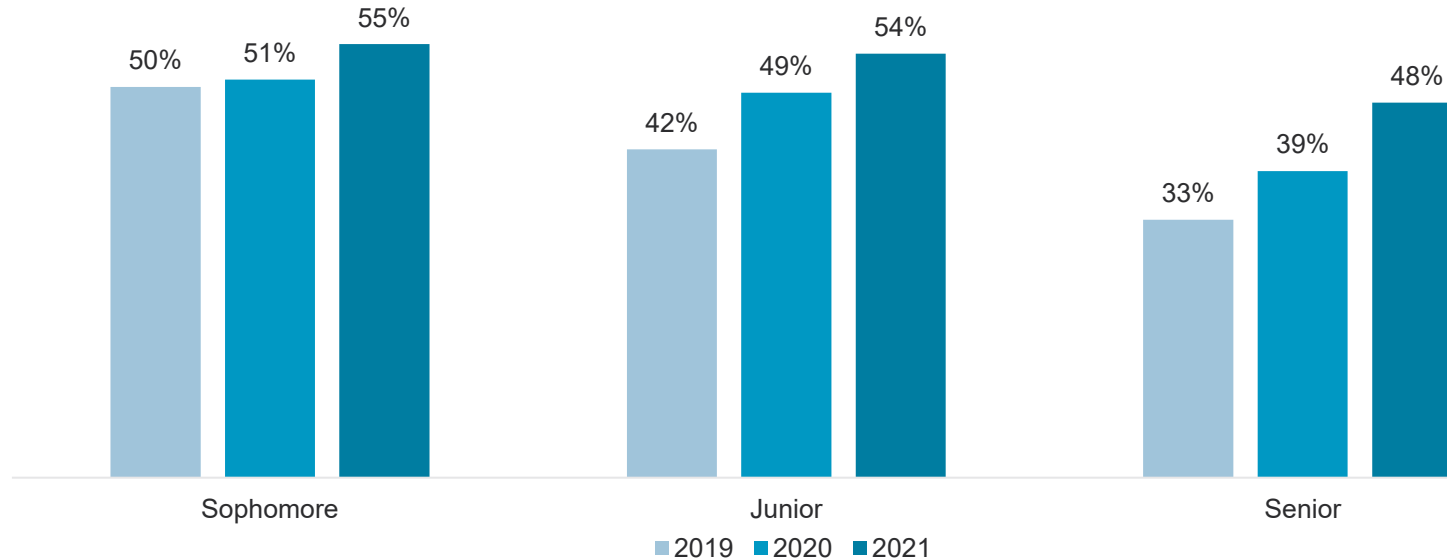
We See Greater Acceptance of Ads

Found Online Ads from Colleges “Helpful/Informative”



And Growing Engagement With Ads

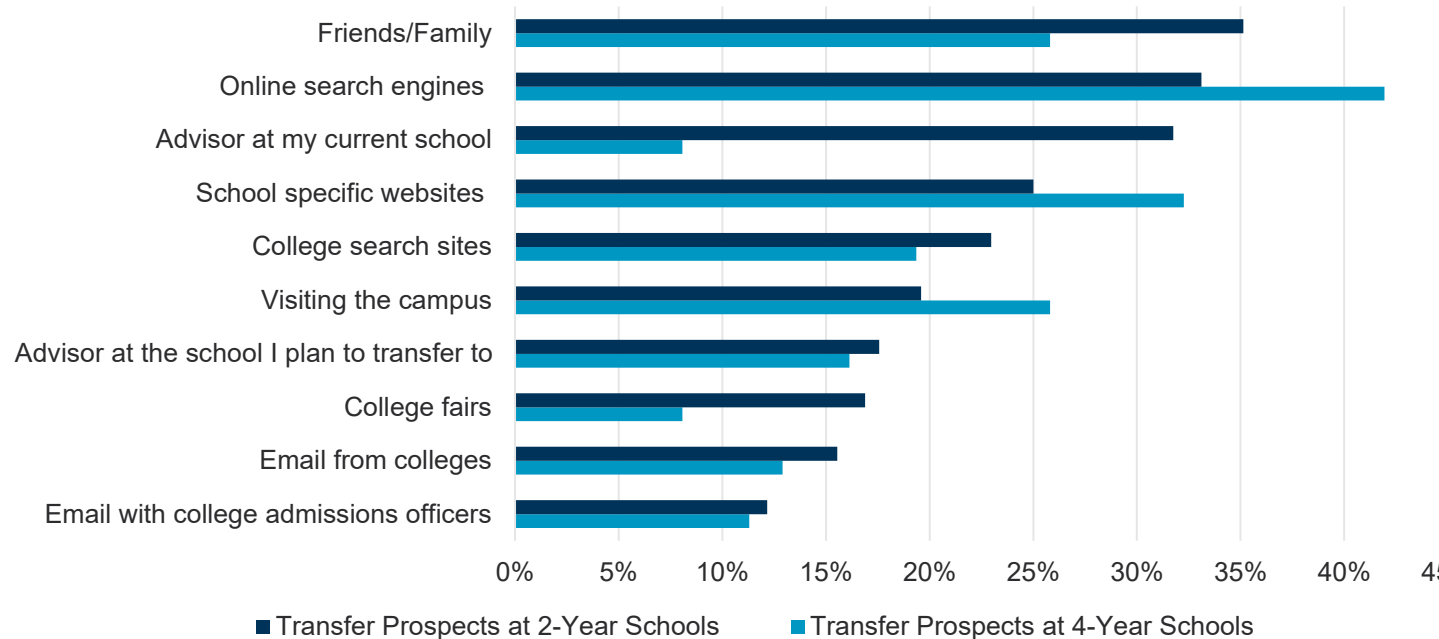
Clicked on an Ad from a College



Current Transfer Prospects Search Online

Once they are ready to research transfer schools, many prospects turn to search engines

How will or did you start your research for possible schools to transfer to?



The State of Transfer Prospects Today



The State of Transfer Today

COVID has forced many to forego their college plans. Blacks, Latinx, Native Americans, all disproportionately affected

Nearly 200,000 fewer students transferred last year compared to the year before — an 8.4% decline.

Overall, enrollment for Black transfer students dropped the most, though white students, Native American students and Latinx students also saw large declines. The decline in transfer enrollment for men was also double that of women.

Young Adults Love Their Smartphones



100%

96% of all Adults 18-24 have a smartphone. The other 4% have a cell phone.



63

Today's young adults check their mobile phones an average of 63 times a day.

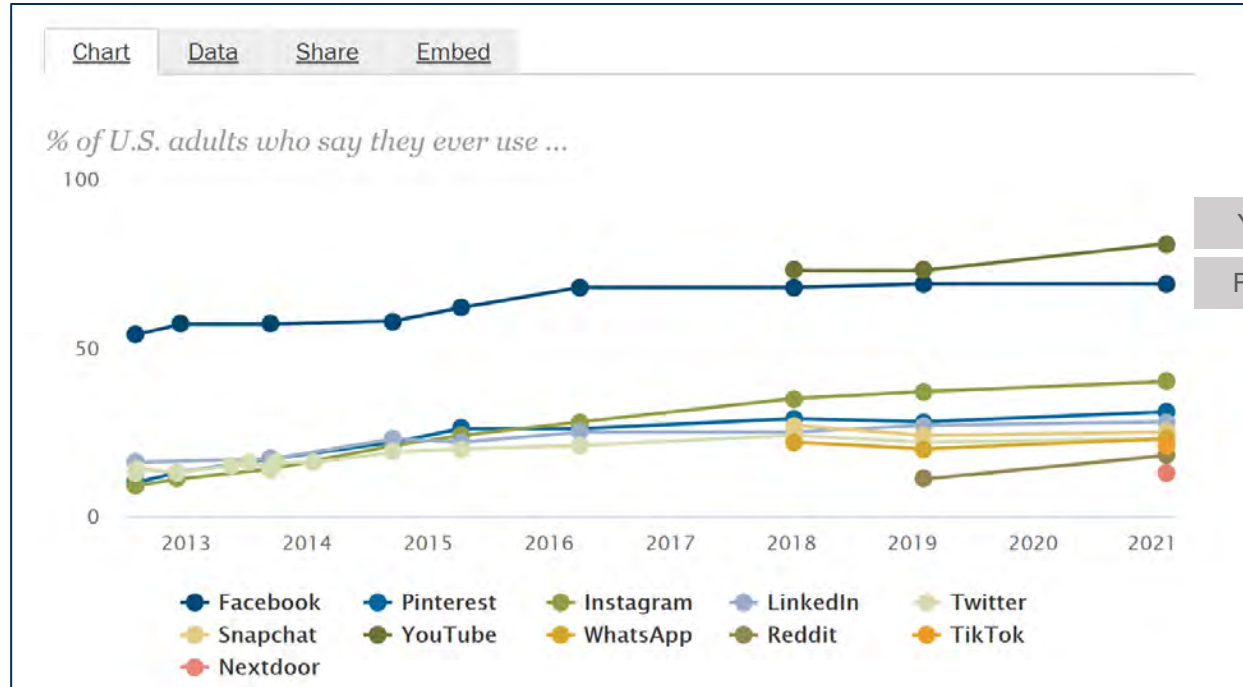


5.4

Today's young adults spend an average of 5.4 hours per day with their smartphone.

YouTube & Facebook: Tops with Young Adults

Instagram, Pinterest, LinkedIn and Twitter are Also Important



YouTube

Facebook

3 Surefire Ways to Identify, Attract & Enroll Transfer Students



The Transfer Digital Media Pyramid



YouTube



Custom Audience Targeting

Matching Transfer Prospects via Facebook, Instagram and LinkedIn as well as via Apps on their Smartphone and via Verizon Display on all their at home devices



Mobile Geo Fencing



Mobile: Your Best Transfer Companion

- Young adults spend **5.4 hours a day** with their smartphones.
- Geo-fencing community colleges where you want to grow or where you see high yield is a smart addition to any media plan.
- Your brand is inside the walls of that community college whenever the students are there.



Mobile Can Inform Your Transfer Strategy

Location Summary			
Location Name	Impressions	Clicks	CTR
Trident Technical College - Main	5438	106	1.95%
Trident Technical College - Palmer	3957	53	1.34%
Midlands Technical College - Baeltline	1965	45	2.29%
Spartanburg CC - Downtown	1756	39	2.22%
Greenville Technical College - McKinney Automotive Center	932	27	2.90%
Greenville Technical College - Brashier Campus	976	26	2.66%
Piedmont Technical College - Edgefield County	560	22	3.93%
Midlands Technical College - Fort Jackson	1160	22	1.90%
Trident Technical College - Mount Pleasant	1137	21	1.85%
Tri-County Technical College - Anderson Campus	694	20	2.88%
Midlands Technical College - Harbison	1246	20	1.61%
Greenville Technical College - Buck Mickel Center	813	15	1.85%
Spartanburg CC - Tyger River	1385	13	0.94%
Greenville Technical College - Benson Campus	237	12	5.06%
Greenville Technical College - Barton Campus	489	12	2.45%
Tri-County Technical College - Senater Billy O'Dell Learning Center	655	11	1.68%
Trident Technical College - Berkeley	405	10	2.47%



Pro Tip: Find out what **community colleges** are most engaged with your brand and plan your travel accordingly!

Mobile Geo Fencing Drives Transfer Leads

Result Highlights:

- 0.58% click thru rates vs. the national average which is a 0.10% click thru rate.
- 598 verified actions
- 314 verified actions to the school's application
- 141 verified actions to the school's visit registration form
- 455 potential transfer students @ \$1.29 cost per lead.

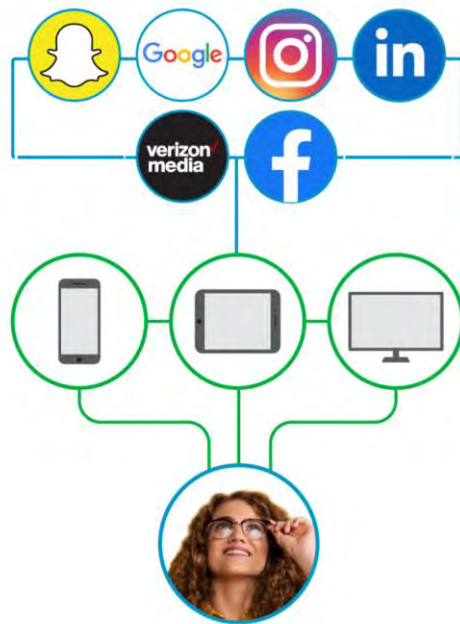
Campaign ID	14955
Campaign Name	Transfer (Mobile)
Flight Dates:	11/1/2021 to 6/1/2022
Reporting Timeframe:	11/1/2021 to 11/10/2021
Custom Audience Targeting Campaign Summary	
Impression Goal	1,000,000
Impressions Delivered	59,475
% Complete	6%
Total Clicks	344
Average CTR	0.58%

Leverage Custom Audience to Attract, Re-Engage & Convert More Transfer Prospects

- ☐ Take your current transfer prospect & inquiries
- ☐ Look at all the students who applied UG who you did not accept 1-2 years back
- ☐ Look at all the students who your accepted who did not enroll 1-2 years back
- ☐ Look at all the students who you enrolled who stopped out 1-2 years back
- ☐ Combine them
- ☐ Do a custom audience campaign and match them to their most popular platforms
- ☐ Dial your frequency up, reach each person at least 10 times / month for optimum ROI
- ☐ Track all your transfer pages and forms within Google Analytics



Next Gen Custom Audience Reaches Your Transfer Prospects Everywhere They Are



We Like YouTube for Transfer



YouTube is the 2nd
most used search
engine in the world



95% of Adults 18-29
in the U.S. use
YouTube



You can target current
college students looking
for colleges in a precise
geographic area or do a
custom audience
campaign



YouTube and
Google share
values = very rich
targeting options

YouTube Affinity / Interest Targeting Drives Transfer Leads

YouTube Target: Adults 18-24 with currently in college, looking for colleges on Google/YouTube in a specific area. Targeted individuals must skip or watch at least 5 seconds before they can view the content they were searching for.

Result Highlights:

- 45.5% view thru rate v. 15.0% YouTube average view thru rates
- 35,921 total views
- 15,517 of the school's transfer prospects watched 100% of the school's video
- 120 potential transfer students driven to the application. \$16.44 cost per lead.

Campaign ID	14786
Campaign Name	Transfer (YouTube)
Flight Dates:	10/08/2021 to 11/15/2021
Reporting Timeframe:	10/08/2021 to 10/26/2021
Interest/Affinity Targeting Campaign Summary	
Impression Goal	250,000
Impressions Delivered	78,904
% Complete	32%
Total Views	35,921
View Rate	45.52%
Video Play - 25%	74.04%
Video Play - 50%	57.19%
Video Play - 75%	49.01%
Video Play - 100%	43.21%

YouTube Custom Audience Drives Transfer Prospects Down Funnel

YouTube Target: Custom Audience. Matched Transfer Prospects are served the school's pre-roll video. Prospects must skip or watch at least 5 seconds before they can view the content they were searching for.

Result Highlights:

- 38.8% view thru rate v. 15.0% YouTube average view thru rates
- 155,613 total views
- 62,245 of the school's transfer prospects watched 100% of the school's video
- 252 potential transfer students driven to the application. \$39.68 cost per lead.

Campaign ID	13394
Campaign Name	Transfer II - YouTube
Flight Dates:	01/04/2021 to 07/01/2021
Reporting Timeframe:	01/04/2021 to 07/01/2021
Custom Audience Targeting Campaign Summary	
Impression Goal	400,000
Impressions Delivered	401,148
% Complete	100%
Total Views	155,613
View Rate	38.79%
Video Play - 25%	69.12%
Video Play - 50%	52.26%
Video Play - 75%	45.26%
Video Play - 100%	40.30%
Video Length	:30

Putting it All Together



A large university in Florida combined the power of mobile geo fencing, our Next Gen Custom Audience and YouTube Affinity/Interest Targeting.

Results Over 3 Weeks

241 New Transfer Applications



Summing It Up



- Mobile is fast, efficient.
- Geo fence community colleges and start as early as September/October and run thru May.
- Pause over holidays.
- This is your least expensive media option.



Summing It Up



- Custom audience drives leads down funnel.
- Combine new inquiries and prospects with student names from 1-2 years ago.
- Build that pipeline.
- Use an omni-channel approach.
- Must haves: Facebook, Instagram and LinkedIn.
- Best time to run is as early as October through August.
- Do not pause during holidays as this is peak season for these social, mobile and digital platforms.
- This is also a low-cost media option.



Summing It Up



- YouTube has both a Custom Audience and an Affinity/Interest Based Targeting capability.
- Leverage Custom Audience on YouTube to drive conversions through your funnel.
- Use Affinity/Interest Based Targeting to drive new transfer leads to your EDU site.
- Expect to pay a higher CPM.
- Definitely use YouTube over the holidays, during TV sweep months and over the summer if budget allows.



Let Us Customize an Approach for You



Next-Gen Custom Audience

Takes students you know and reaches them with high frequency over their most used platforms (Snapchat, Facebook, Instagram) and devices (smartphones, laptops and tablets)



Programmatic Audio Advertising

Leverages Pandora, Spotify, iHeartRadio, etc. more. Ability to target by age, geography and genre of music.



Mobile Geo-Fencing

Our 100% mobile app network reaches 2 out of 3 smart devices in the US today. We have 100,000 brand-friendly apps in our network. Changes to Apple iOS v.14.5 have had negligible effect so far.



YouTube Pre-Roll Advertising

Ability to target teens looking for colleges or transfer schools. Puts your video message in front of tens of thousands of cohorts efficiently.



TikTok Audience Based Advertising

Reaches a predominantly teen audience in your target market.



EDU Site Retargeting

Research shows students will visit your EDU site without applying or inquiring. Remarketing to them drives enrollment and reduces stealth.



Search Engine Marketing

Most efficient means of getting your message in front of people who are actively 'shopping' for education by searching on Google. A cost per click strategy.



Connected TV (OTT) Advertising

Leverages OTT platforms including Hulu, Sling, Vudu and Xbox. Ability to target by age, geography and an interest in education. Reaches students and parents at home.



Search Keyword Remarketing

Our SEM knowledge base enables us to plan and execute extremely effective keyword remarketing.

Additional Resources

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Digital Footprint Report

contact@encoura.org



November Transfer Student Series

Transfer Student Marketing: A Persona-Based Approach

Senior Analyst Johanna Trovato breaks down the latest findings of Eduventures Transfer Student Research into practical insights you can immediately apply to your transfer student marketing strategy.

- Who are the six Transfer Student Types?
- What motivates them?
- When does each Type consider transferring schools?
- What are each Type's top college search sources?

Use these findings to make more informed decisions about your transfer student marketing strategies.



Johanna Trovato
Eduventures Senior Analyst

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Improving Transfer Student Pathways: What Students are Telling Us

Tuesday, November 30, 2021 | 2pm EST

Principal Analyst James Wiley will reveal 5 key insights from the Eduventures 2021 Transfer Student Survey that will equip receiving institutions with actionable data for improving transfer student pathways, including:

- The top concerns of prospective transfer students
- Areas where retrospective transfer students could have used more help
- How prospective and retrospective student subgroups vary in their concerns
- How to retain transfer students after they enroll



James Wiley
Eduventures Principal Analyst

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