

Sizmek™

Applications soar at Edith Cowan University thanks to the retargeting power of Dynamic Creative



Edith Cowan University (ECU) is a leading tertiary education institution but faces fierce competition within this sector. In 2013, they wanted to create a high-impact campaign for their mid-year advertising that showcased their understanding of student goals and course interests in order to boost online applications.

Longtail, the University's digital agency, came up with an inventive two-part strategy that combined Facebook Connect to grab attention and site visits working in conjunction with the one-on-one retargeting power of Sizmek Dynamic Creative.

Execution

Longtail used Facebook-powered, individualised online videos to draw prospective students to the ECU site. The fun videos animated each user's personal images and content from Facebook.

Users were able to view their personal videos and link through to the ECU Future Students site where they could explore course options. As they browsed, Sizmek's retargeting tags recorded the courses they visited. Mass Versioning via Excel made it incredibly easy to then retarget prospective students with one or more of dozens of ad variations.

For example, a student who visited the course 'Mechatronics Engineering' would be served a banner reading: 'Develop intelligent machines for the future' then 'Get to the next level with a Bachelor of Engineering (Mechatronics)' with a strong call to action button of 'Click to Apply.'



Civil Engineering



Criminology and Juvenile Justice



Motorsports



Ocean Engineering



Education

"Editing copy and images and such is much easier, as I am able to do it myself and don't have to get it scheduled with the Flash developers. We can also easily disable versions that aren't needed."

Tiffany Johnston
Media Planner

Results

The retargeting banners served to individual students from individual courses delivered interaction and clickthrough rates that were **600%** higher than standard banners.

The team tracked these results through to new applications, and within the first month had already surpassed its target for new student applications, with over 800 applications directly attributable to the campaign.

Given the 12-page application process, this volume was particularly impressive.

