

ENROL



# HELPING STUDENTS FIND YOUR COURSES

Reach and engage prospective students and the people who influence their decision making

**News Shopper**  
*#getconnected*

8 out of 10 education seekers don't know which school, college or university they want to attend as they begin their research.<sup>1</sup>

Whether you're a secondary school, independent school, college or university, **ENROL** allows you to reach and engage prospective students (and the people who influence them) as they actively seek out education news and information on our sites. And with over 1.5 million unique browsers visiting our sites over 2.1m times to read education content on our sites each month<sup>2</sup> the opportunity is huge.

## SECONDARY SCHOOLS

Your ads will be shown to all local parents with a child aged 11 years old and younger.

## INDEPENDENT SCHOOLS

Your ads will be shown to local parents with a household income of over £70k/year, who have viewed at least 2 education articles in the last 30 days AND parents of kids aged 0 to 11 years old with a 'high' or 'very high' personal income.

## FURTHER EDUCATION

Your ads will be shown to local students currently in secondary education, parents with kids aged 12 to 16 years old and 18 to 24 year olds and parents who have read at least 2 education articles in the last 30 days.

## HIGHER EDUCATION

Your ads will be shown to 18 to 24 year olds and 18- to 34-year-old students who have read at least 2 education articles in the last 30 days.

<sup>1</sup> Smarter Ways to Navigate Digital Enrollment Marketing Opportunities, Helix Education, July 2013.

<sup>2</sup> Average number of monthly unique visitors (based on a 6-month time frame) Adobe Omniture, 2015

# WHY ENROL?

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We use a combination of **contextual**, **behavioural** and **demographic** targeting to enable secondary schools, private schools, colleges and universities to:

- Reach the right audience (students, and the people who influence them), at the right time (when they're actively looking for education information)
- Raise brand and course awareness
- Drive targeted traffic to their site
- Increase new student applications



## THE RIGHT AUDIENCE

We use our own first party data and industry leading third party data to reach the people that matter.



## AT THE RIGHT TIME

Reach your target audience when they're actively looking for, and consuming, our education content.



## IN THE RIGHT PLACE

We work hard to ensure your ads appear in the right place, on the right sites. Premium ad positions help drive viewability.



## THE RIGHT MESSAGE

A great ad is critical in differentiating you from your competitors. Our design team can create your ads at no additional cost.

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Choose between two pricing options, Standard and Premium, and three campaign weights.

## Standard

Leaderboard, skyscraper, MPU, mobile ad strips

## Premium

Double-height MPU, high vis, billboard, in-article MPU, mobile interstitial

	LOW	MEDIUM	HIGH
Standard	<b>£300</b> 25k impressions	<b>£500</b> 50k impressions	<b>£800</b> 100k impressions
Premium	<b>£625</b> 25k impressions	<b>£1,100</b> 50k impressions	<b>£1,800</b> 100k impressions

## **What is contextual targeting?**

This is a form of targeted advertising in which the content of an ad is in direct correlation to the content of the web page the user is viewing. In other words, we will be able to serve your ads only on pages that are related to education.

## **What is demographic targeting?**

We use a number of industry leading data providers, in addition to our own data, to create and target the demographic profile most likely to be interested in education courses, whether that be prospective students or their parents.

## **How long will my campaign run?**

A standard campaign will serve impressions evenly over the course of a 30 day period.

## **Which ad formats are supported?**

Standard campaigns will be delivered using MPUs, leaderboards, skyscrapers and mobile ad strips. Premium campaigns will be delivered using premium MPUs, billboards, high vis, in-article MPUs and mobile interstitials.

## **Where will users go if they click on our ad?**

When clicking on your advert, users will be taken through to a landing page of your choice. For course-specific campaigns it's recommended that the ad clicks through to the course page.

## **How will I know that my ads have been seen?**

We'll send you a campaign performance report once your campaign has finished to show you how many times your ads have appeared, where they've appeared and how many people have clicked through to your site.