

WE DROVE 526 CLICKS TO ACHIEVEMENT FIRST'S WEBSITE

With 41 free, public charter schools across three states, Achievement First started with just one middle school in 1999 in New Haven, Connecticut. Through OOH and mobile network advertising, the education network was looking to expand awareness, grow inquiries & ultimately increase enrollment for their three schools located in Hartford.

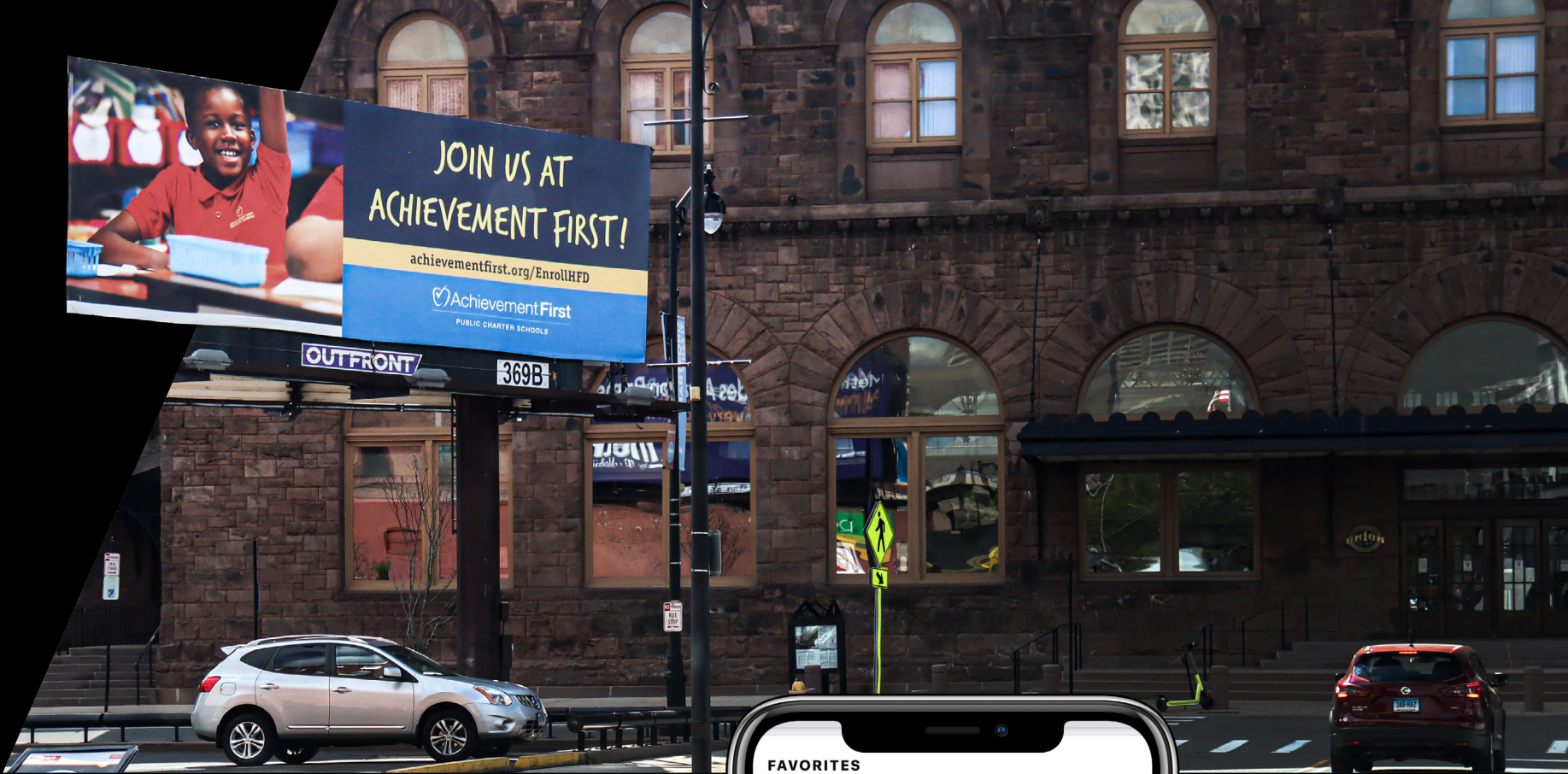
STRATEGY & TACTICS

- **Strategically Placed:** While their schools can draw from a range of neighborhoods, the majority of their students are Black, Latinx & children from low-income families. With Hartford being home of the schools and main area of focus, Achievement First placed bulletins in & around the City in areas such as Downtown's Union Station.
- **Mobile Strategy:** Similar to billboard placement, the mobile campaign focused on targeting Hartford, reaching audiences from within the Capital City & surrounding communities. After clicking on a mobile banner, users were directed to a web page with details on why they should consider enrolling their children & the next steps for how they can do it!
- **Creative Excellence:** With several KPI's focused on engagement, their message of "Join us at Achievement First" was represented on both banners sizes, along with the URL for enhanced branding. The larger banner also showed visuals of excited & engaged students in the classroom!



SOURCE: ACHIEVEMENTFIRST.ORG

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.



RESULTS
388,112
MOBILE IMPRESSIONS
DELIVERED

526
CLICKS

3.6%
SAR

