

# WE DROVE OVER 300,000 MOBILE IMPRESSIONS FOR COLLEGE OF THE DESERT

College of the Desert is a two-year college in Palm Desert, CA and offers students an affordable option for enrolling in a college and transferring to a four-year institution. The college also offers a wide range of popular vocational and technical programs such as nursing and health sciences, digital design and much more! College of the Desert was looking to increase enrollment, particularly for Hispanic students looking to learn English and turned to a mobile campaign to generate awareness.

## STRATEGY & TACTICS

- **Proximity Targeting:** College of the Desert amplified their range by setting a fifteen-mile radius around their campus to reach prospective students all over the Inland Empire and in Riverside County.
- **Creative Excellence:** This campaign utilized a colorful and eye-catching creative that was easy to read, making it stand out on the webpage.
- **Web Linked Banner Ads:** The banner ads linked to the college's website with more information on their summer enrollment options.



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, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

