

WE DELIVERED 434,782 MOBILE IMPRESSIONS FOR DE ANZA COLLEGE

De Anza College is a notable community college that is centrally located in the city of Cupertino, California. De Anza College utilized OUTFRONT's mobile resources to boost traffic to their website and attract new and potential students.

STRATEGY & TACTICS

- **Targeting:** De Anza College leveraged proximity video targeting and selected 11 zip codes to attract college eligible and interested adults near Cupertino. Areas containing high densities of college eligible adults were selected to reach potential targets.
- **Creative Excellence:** This campaign featured a compelling 54-second video ad that showcased offerings at De Anza College. The video displayed captivating highlights of campus activities, courses, and benefits of attending to attract viewers.
- **Web Linked Video Ad:** The video ad utilized calls to action and linked to the advertiser's website to encourage engagement from interested viewers and potential students.



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.

RESULTS

434,782

DELIVERED MOBILE IMPRESSIONS

4,006

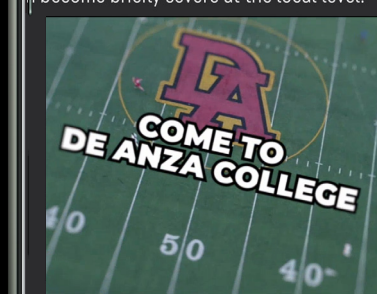
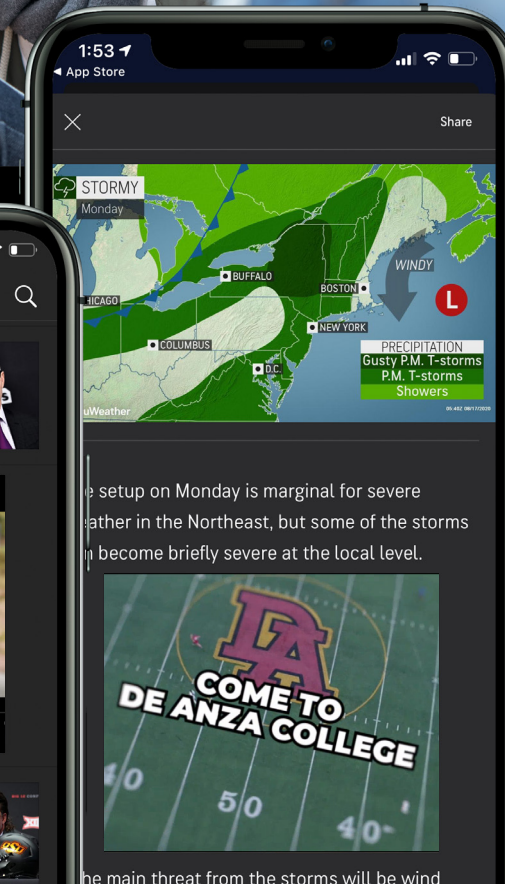
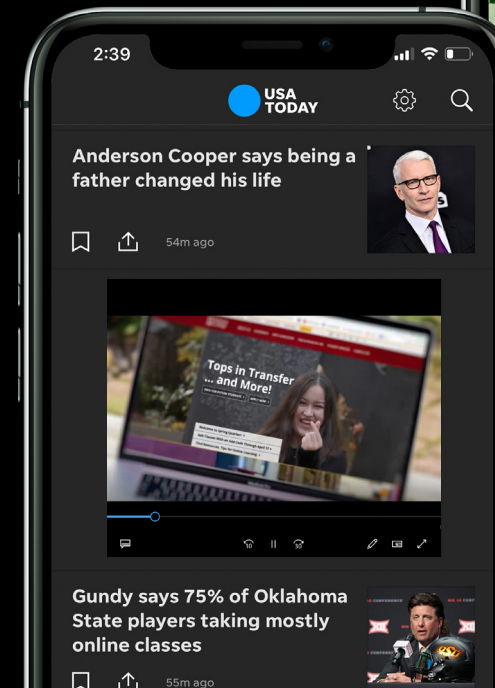
CLICKS

1.03%

CLICK THROUGH RATE

243%

LIFT ABOVE CTR BENCHMARK



OUTFRONT