WE DROVE OVER **1 MILLION MOBILE IMPRESSIONS** FOR NOVA ACADEMY

NOVA Academy Early College High School wanted to increase awareness and student applications at their Coachella Valley location. This tuition-free high school gives students the opportunity to earn college credits while finishing high school. The school prides itself on academic excellence with their holistic educational approach and culture of college readiness. Through mobile targeting, NOVA was able to spread the word about their programs, and the school's campaign was a success!

STRATEGY & TACTICS

— **Zip Code Proximity Targeting:** The high school targeted areas within a five-mile radius to their Coachella Valley location. They targeted nine audiences including millennials, Gen Z, high school students, and many more across three zip codes.

— **Creative Excellence:** The school utilized multiple creatives and banner sizes to promote enrollment options to prospective students.

— **Dynamic Landing Page:** Featured a brief description on what Nova Academy has to offer, a phone number, and a button to their website. The banner ads featured photos of NOVA Academy students, with the words "Tuition Free," in big letters. The banner ad took users to their website with more information and enrollment options. This resulted in 357 in-person visits to the high school from mobile engagement alone.

NOVA ACADEMY
EARLY COLLEGE HIGH SCHOOL

RESULTS
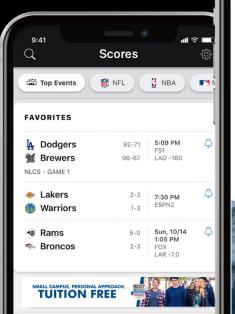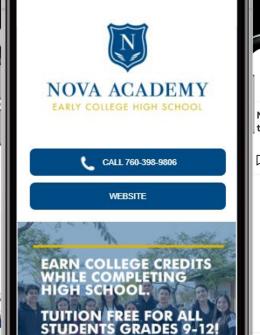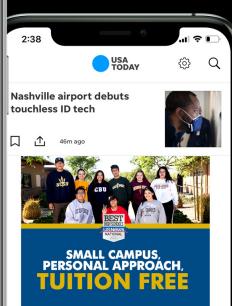
1,126,259
DELIVERED IMPRESSIONS

2,123
CLICKS

3.39%
SAR

13%
LIFT OVER THE MOBILE ALONE SAR BENCHMARK