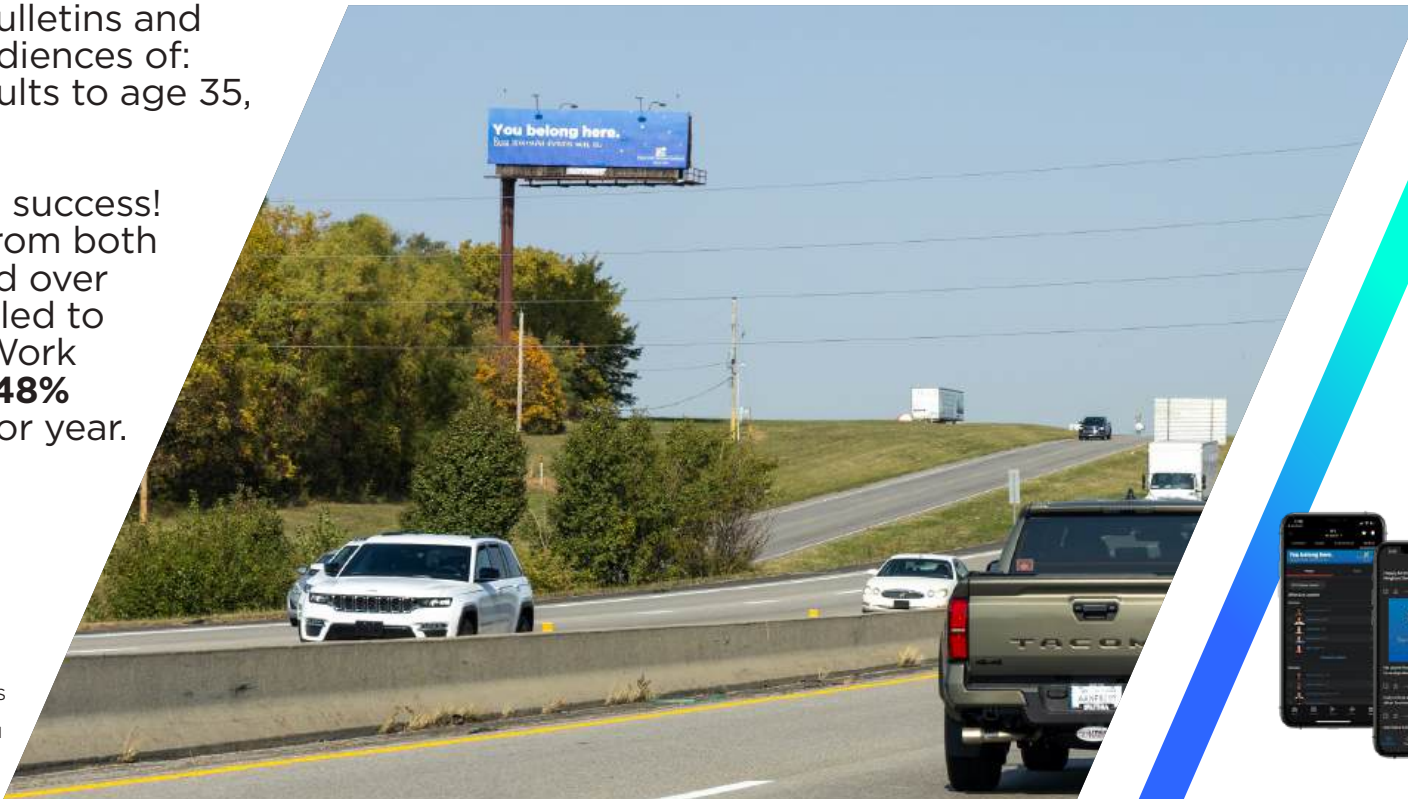
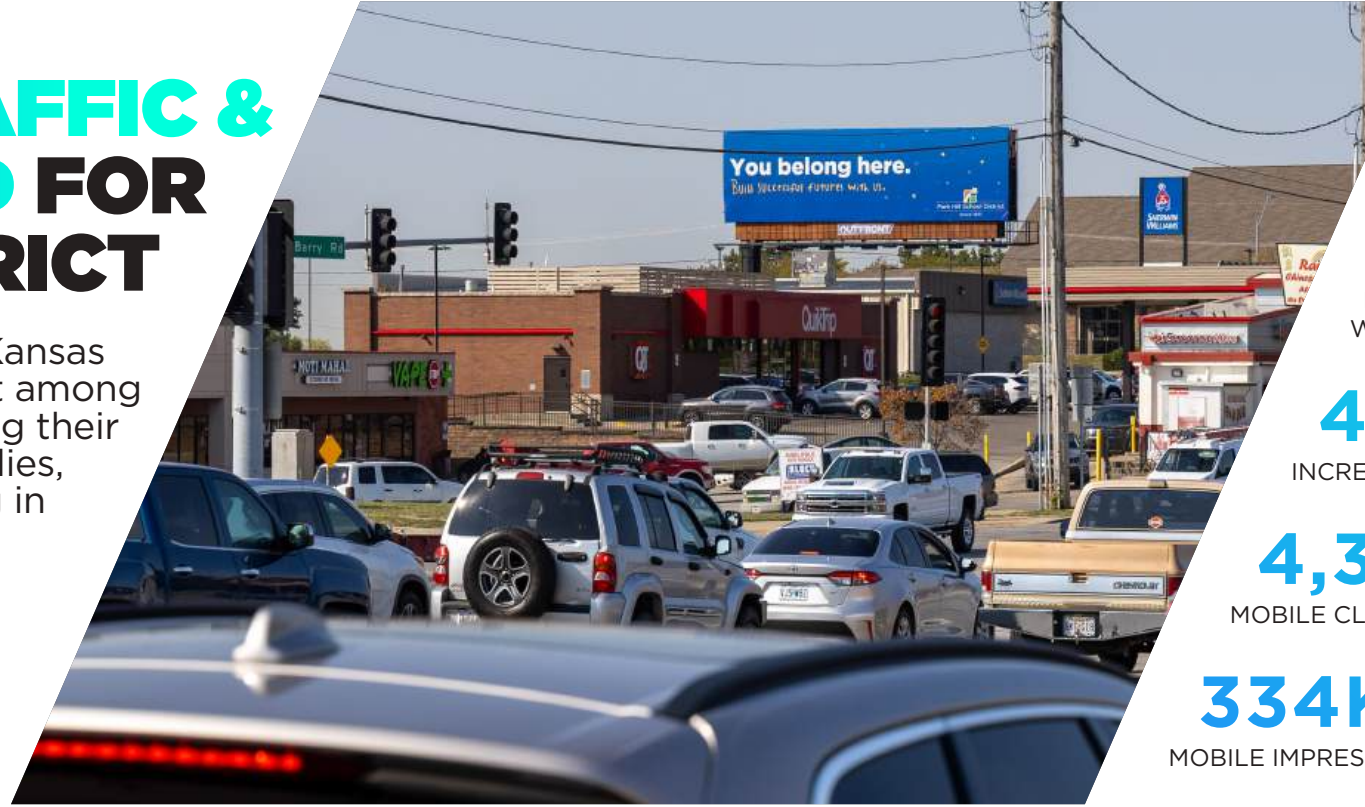


WE INCREASED WEB TRAFFIC & APPLICATIONS RECEIVED FOR PARK HILL SCHOOL DISTRICT

Park Hill School District is a public school district in the Kansas City Metro. The goal of their campaign was to stand out among the competition to potential applicants while emphasizing their core value of belonging – ensuring that all students, families, staff and community members feel a sense of belonging in and with their schools.

STRATEGY & TACTICS

- **Strategy:** Park Hill School District wanted to increase website visits and number of applications submitted via their “Work in Park Hill” web page. This campaign used 3 strategically placed static bulletins and mobile ads to reach their target audiences of: college age adults, post college adults to age 35, and parents of school age children.
- **Results:** This campaign was a huge success! With over 5.8 million impressions from both the static and mobile campaign and over 4,000 mobile clicks this campaign led to a **79% increase in traffic** to their “Work in Park Hill” web page as well as a **48% increase in applicants** from the prior year.



RESULTS

79%

INCREASE IN WEBPAGE TRAFFIC

48%

INCREASE IN APPLICATIONS

4,308

MOBILE CLICKS

334K+

MOBILE IMPRESSIONS

5.5M+

STATIC IMPRESSIONS



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.

