

WE DROVE OVER 560,000 MOBILE IMPRESSIONS FOR SANTA ANA COLLEGE

Santa Ana College — a public community college in Orange County — wanted to increase enrollment and raise awareness of their online degrees and certificates. With a reputation for academic excellence, Santa Ana College helps prepare students for careers in high-demand fields and strengthen their real-world skills. Timed well with spring enrollment, OUTFRONT helped them utilize transit media, bulletins, and mobile targeting in the local community to reinforce their message.

STRATEGY & TACTICS

- **Strategically Placed:** Santa Ana College utilized high-profile bulletins to inform local audiences about educational programs that would kickstart their career. This campaign also used OCTA bus kongs and headliners which provided an additional layer of exposure reaching those on the go.
- **Targeting:** Zip code proximity targeting as well as audience targeting was applied to five zip codes to reach millennials and their parents, individuals out late, professionals in the OC community, and LatinX, Asian, and African-American audiences.
- **Dynamic Landing Page:** Our OUTFRONT STUDIOS team designed the bright, eye-catching creatives in this campaign. Santa Ana College's colorful landing page included a brief description on class times, a phone number, and a button to register now.



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.



OUTFRONT

RESULTS

564,800

DELIVERED IMPRESSIONS

3.21%

SAR

7%

LIFT OVER THE MOBILE ALONE SAR BENCHMARK

