



Higher Education Branding Services

Institutions of higher education must look beyond traditional media channels to attract the attention of prospective students as they conduct their research online. Studies show that prospective students include an average of three schools on their application shortlist. 93% of those students ultimately enroll in one of the schools from that list. Cybba puts your school on the shortlist.

| Solution

At Cybba, we use a highly targeted, cross-channel approach to drive new users to your site. We identify and target qualified leads - students that are the right fit for your program - and use Display and Paid Social advertising to drive enrollment.

Display

Top of funnel initiative that increases brand awareness. One in 5 users exposed to a display ad do a brand search.

Sample Segments:

- Colleges and Universities
- Undergrad Programs
- Graduate Programs
- Investment in College

Performance Metrics

.12% Average CTR

Paid Social

Reach audiences where they are spending their time using Facebook's First Party data.

Sample Segments:

- Completed Some College
- High School Grad
- Competitor Schools
- Parents of High Schoolers

Performance Metrics

1% Average CTR

| Targeting Strategies



Interest

Reach users who show interest in college, advanced degrees, or other activities aligned with your business goals



Intent

Target users whose behaviors indicate they intend on furthering their education



Contextual

Place ads next to content relevant to your school through branded terms, competitor terms, intent terms



Geotargeting

Ensure you are serving ads in the locations of your target audiences

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