

Leverage Facebook First Party Data to target precise demo Audience

A leading educational institution wanted to generate awareness of upcoming workshops, open houses and standard enrollment to prospective students.

Adaptly used photo page posts, targeting both genders from 17-25 age range with an interest in each of their course offerings. The Adaptly team optimized towards those segments and demographic targets that were driving the most visitors to the website.

Approach

The Adaptly team took the school's desired demographic and matched it to Facebook's first party data targets to deliver relevant content to prospective students. From there, the Adaptly team optimized the campaigns around the audiences and creative delivering the highest engagement and the most link clicks.

- Identifying the right audiences by leveraging Facebook 1st party data.
- Optimizing across creative and audiences to deliver the best performance.
- Focusing on unique reach to capture as much of the target demo as possible.

Results

- Posts showing student's passion for a particular field of study delivered the best results with an overall CPLC of \$0.11.
- The overall CPUI was \$0.008.
- The overall CPLC was \$0.38.



Overall CPUI
\$0.008.



Overall CPLC
\$0.38.



Overall CPM
\$2.99.

Key Takeaways

- Use creative that demonstrates passion for the specific field of study to communicate open houses and workshops to grab prospective students attention.
- Use conversion pixels on the site to optimize around conversions (sign ups for open houses or workshops).
- Leverage WCA to re-engage users that have visited the website but haven't signed up for an open house or a workshop.

Adaptly