

# Reach specific demo audience with facebook page posts

**A leading University wanted to generate awareness on a regional level and drive prospective students to their site to find out more information about a specific Doctorate Program.**

## Approach

Adaptly helped identify and target the client's desired audience leveraging Facebook's first party interest and demographic data. To do so Adaptly recommended a variety of link page post creatives and optimized towards the creative versions that drove the best engagement.

We used link page posts targeting M/F from 22-45 within specific states around the University. Based on the profile of prospective student's of the Doctorate Degree, Adaptly leveraged Facebook 1st party interest and demographic data to target the most relevant audience. Once the campaign was live Adaptly optimized around the top performing creative, interests and demographics to generate the best engagement.

- Link Page Posts in the Newsfeed to encourage prospective students to learn more about the University's Doctorate Degree.
- Creating Specific Interest and demographic targets that aligned with this program's prospective students.
- Once the campaign was live Adaptly was able to optimize around the best engagement across both targeting and creative.

## Results

- The University was able to reach and engage with the prospective students better than any other channel.
- Overall CPLC across the regional focus (four states) delivered a CPLC of \$2.09.
- The posts that clearly stated the progress prospective students could achieve in a short timeframe delivered the best performance across the campaign.



Overall CPLC  
\$2.09



Overall CPM  
\$6.85



Top Performing  
Creative CPLC  
\$1.76.

## Key Takeaways

- Use Facebook 1st party data to capture a specific set of prospective students.
- For future campaigns retarget users who visit the site but don't take action. This will allow the University to optimize around people who take action.
- Focus on users within a specific career path looking to take their career to the next level. These targets drove some of the most efficient CPLC and engagements.

**Adaptly**