

TEACHERS COLLEGE

COLUMBIA UNIVERSITY

A Graduate School of Education, Health & Psychology



FEBRUARY 2023

“Game Changing” Capabilities

- ▶ **Innovative** data management and media company
- ▶ **Database of 1.7 billion international device ID's**, 485 million national
- ▶ Keyword digital file to **identify high intent customers** that are actively searching
- ▶ **Identification and matching of anonymous website visitors**
- ▶ **Proprietary predictive modeling** technology
- ▶ Digital and integrated offline marketing tactics to **reach high intent customers**
- ▶ **Scale awareness, inquiries, enrollment quickly**
- ▶ **Large success** in the Financial and Healthcare verticals, now penetrating EDU



EDU Challenges

- ▶ Enrollments are on the decline nationally
- ▶ Institutions are starving for insights that can feed strategy
- ▶ Profile development is limited or not utilized properly
- ▶ Prospective student targeting is broad and ad dollars are often wasted due to lack of insights and/or strategy
- ▶ Influencing prospects requires understanding the user journey and delivering right message, right time, right person, right device
- ▶ Poor return on ad spend prevents EDU leadership from achieving enrollment goals
- ▶ Data used by other vertical markets isn't leveraged in Higher Education



Student Journey – Stages of Influence

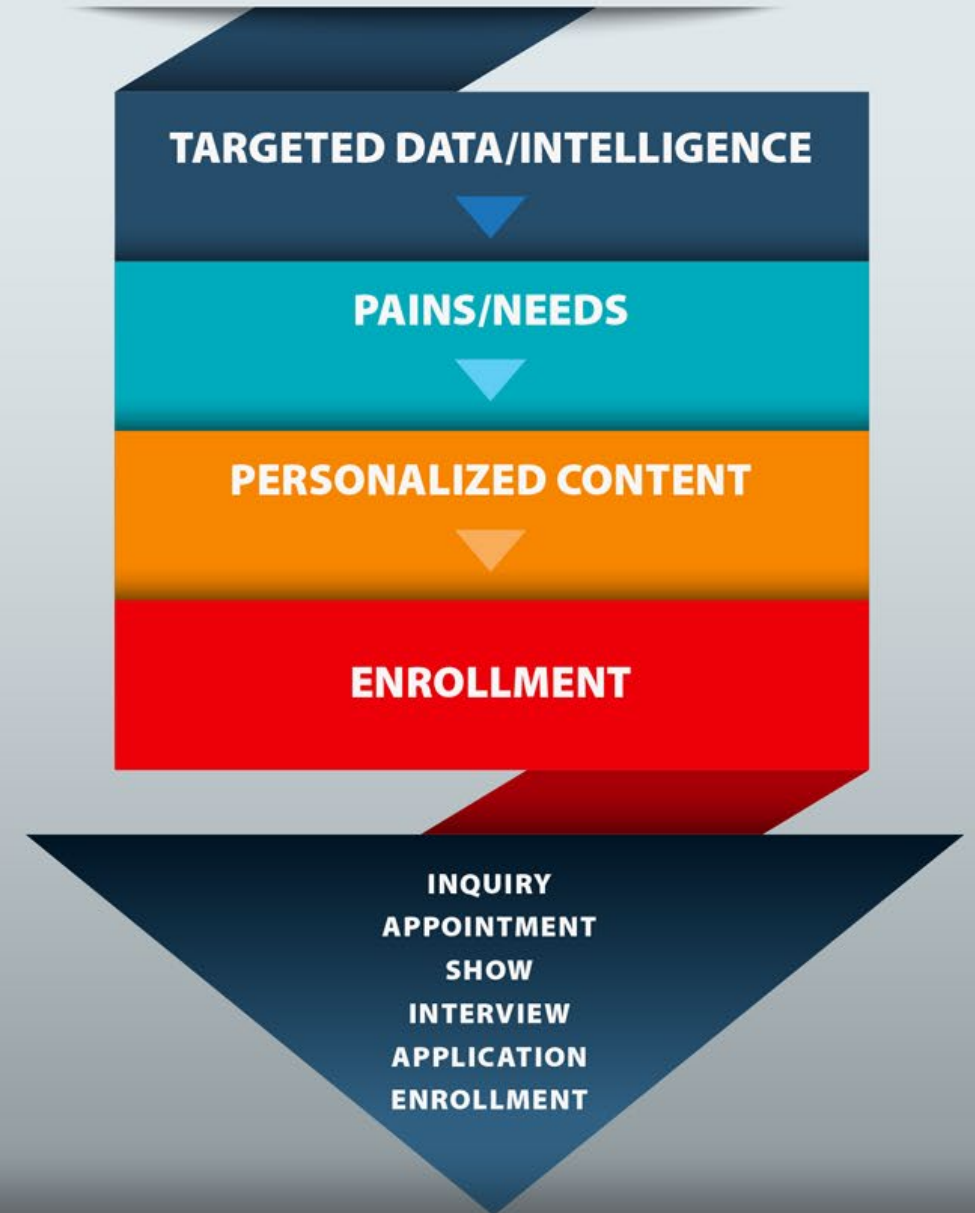
Every Decision Follows the Same Journey Steps

- ▶ Considerable “noise” in the market – average ad exposure now at **8k+ per day**
- ▶ Need to be strategic and highly targeted to gain attention and drive influence
- ▶ Profile development and predictive modeling are required to hit target audiences
- ▶ Need to gain deeper insight into user journey touchpoints and actions
- ▶ Need to connect the data points to drive strategy



Finding/Converting The Right Prospects

- ▶ Graduate
- ▶ Undergraduate
- ▶ Certificates



Data Solution | Unlocking The Journey and Persona Intelligence

- ▶ Build highly targeted personas/criteria for each audience/program
- ▶ Establish a personalized prospecting and nurturing approach
- ▶ Integrate data with existing systems to “connect the dots”
- ▶ Focus on key data points to drive decision-making

What is available

Anonymous visitors to Columbia website

Touchpoints from those already in your CRM

Visitors to competitor websites

Top keywords users are searching (by page) – identified and anonymous visitors

Device ID's and device type – Domestic and International

Location – Geofencing of specific locations

Name, email, postal, IP address

Purchase behavior

Household Income/Credit Scores

227 million national consumer database (550 demographic elements)

3,189 search elements with 42,000 mobile apps

Targeting and Influencing the Enrollment of the Ideal Columbia Student

PROPRIETARY KEYWORD SEARCH

BETTY NG

1. Household education background
2. Household income: \$150,000 to \$250,000
3. Location: 07675 zip code
4. Enthusiast device IDs: Finance, Museum
5. Education: Undergraduate Degree
6. Served in real time - ad for interest searched that a day (1 of the 120 courses in person or online)
7. Occupation: Computer Programmer
Searching: Interested in Technology Management
8. Served: Technology Management Executive, Master of Science

PROPRIETARY KEYWORD SEARCH

MICHAEL THOMPSON

1. Household education background
2. Household income: \$150,000 to \$250,000
3. Location: London, UK
4. Enthusiast device IDs: Finance
5. Education: High School
6. Served in real time - ad for interest searched that a day (1 of the 120 courses in person or online)
7. Interest: Certificate of Professional Achievement in Finance
8. Served: Quantitative Studies for Finance at Columbia

GEOFENCING

KAYLA MARKS

1. Geofence all 'Open Houses' for Ivy Universities
2. Household income: \$150,000 to \$250,000
3. Location (Betty) 07675 zip code
4. Enthusiast interest device IDs: Engineering and Architecture
5. Education: High school student
6. Served in real time - ad for interest searched that a day (1 of the 120 courses in person or online)
7. Interest: Engineering Management Executive, Master of Science
8. Served: 3-2 Engineering Program at Columbia

Outreach To Drive Outcomes

Leverage Insights – Prospecting and Nurturing



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Thank You

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