Vert Digital delivered a cutting-edge brand awareness campaign for Oglethorpe’s Flagship 50 program, incentivizing out-of-state students to enroll at Oglethorpe by matching in-state tuition fees.

### Execution

**Goal**

Vert Digital was looking to test StackAdapt’s native offering as part of their cross-channel advertising strategy for their client, Oglethorpe University. The goal was to make prospective students aware of a comparable small, private university education through price-matching of tuition to that of large state flagship schools in all 50 states.

**Execution**

StackAdapt has three native campaigns in total. Using StackAdapt 1st-party and 3rd-party audiences, and retargeting. With parents of teenagers being the target audience for the Oglethorpe Flagship 50 campaign, StackAdapt A/B tested 1st-party Custom Segments against 3rd-party audiences available on the platform. Additionally, StackAdapt ran a retargeting campaign and targeted users who recently visited the Oglethorpe Flagship 50 site.

**Result**

Prior to their test with StackAdapt, Vert Digital had only run paid social and found significant results reaching their target audience outside of traditional Walled Gardens. By leveraging StackAdapt, Vert Digital was able to achieve groundbreaking results leading to 2,430 clicks, 0.38% CTR, and 1m 34secs time on site—surpassing the benchmark of 1m 10secs. Based on the success of this campaign, Vert Digital is leveraging the StackAdapt Creative Studio for their next initiative with Oglethorpe University.