

Increasing University Enrollment with Native Advertising

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.

 **639,304**
Impressions

 **2,430**
Clicks

 **0.38%**
CTR

 **1m 34secs**
Time on Site



Activating our campaigns on StackAdapt with Oglethorpe's National Flagship 50 campaign allowed us to stretch our media mix past the typical Facebook and Google and reach users in a brand new way, while staying in our budget considerations. The ability to leverage display, video, and native all under one roof allowed us to complete the full-funnel approach from prospecting to retargeting. Given the campaign's performance, we knew we wanted to continue our partnership with StackAdapt. We also tapped into the StackAdapt Creative Studio, which has brought more opportunities to Oglethorpe, to reach audiences in an even more engaging way. In a way, StackAdapt was the puzzle piece we were missing!

— [Veronica Ulicny](#)

Digital Media Planner, Vert Digital

The Agency



Since Vert Digital's founding in 2009, it has remained a full-fledged, full-service digital agency that is passionate about experiences—not just good-looking ads or efficient CPCs. Vert Digital is obsessed with the journey from impression to conversion and is made up of functional teams with world-class expertise in digital media, digital brand strategy, digital design, full-stack development, analytics, and CRM. Committed to discovery and innovation, Vert Digital is dedicated to doing things differently.

The Client



Founded in 1835, Oglethorpe University unites a close-knit campus community with big city culture and opportunities. Today, Oglethorpe enrolls 1,385 students, representing 37 states and 30 countries. Oglethorpe University is also ranked #33 among America's most entrepreneurial colleges (Forbes), #48 out of 1,223 for "Best Value" nationwide (USA Today/Wall Street Journal), and #56 out of all liberal arts colleges in the nation for their contribution to the public good (Washington Monthly).

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 ran 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 program 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.