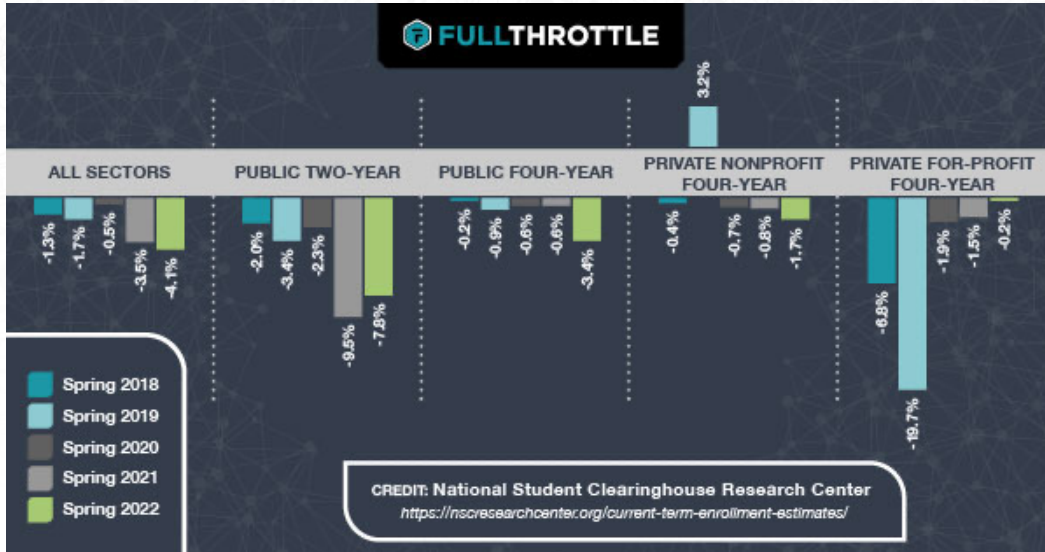


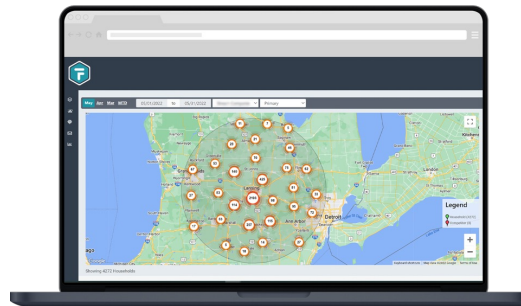
Use Case – Higher Education

Higher education spends a lot of money on marketing and advertising—roughly between \$429 and \$623 per enrolled student [1] and \$2.2 billion on advertising collectively. [2] Yet enrollments are at an all-time low due to the pandemic. According to the National Student Clearinghouse Research Center, “Postsecondary institutions have lost nearly 1.3 million students since spring 2020.” [3]



Fewer people are taking the SAT and ACT exams, which means less targeting information for colleges and universities. In 2021, the number of students taking the ACT declined by 22%. [4]

On top of this, cookie deprecation will have an impact on higher education marketing. Retargeting with programmatic audiences will shift as Google sunsets support for third-party cookies and data privacy legislation becomes stricter.



The key to staying ahead of the curve?

First-party data and creating a dynamic, data-driven marketing plan. These are **MUSTS** for any college or university looking to keep up with the competition.

The problem for universities and colleges is where do they get first-party data? If there is less test-taking and fewer enrollments, student information dwindles. You can't simply rely on current or former student information.

This is where ShopperSuite can help by transforming programmatic website visitors into first-party, household data! FullThrottle's ShopperSuite is powered by patent-pending, cookieless technology to help higher education institutions gain higher ROI and ROA.

ShopperSuite can help you identify key markets and determine who is your audience. It shows you which campaigns are working and, more importantly, which ones aren't. Don't waste your ad budget on meaningless efforts!

Our Immersive Household advertising ensures you reach the entire household. Studies show that choosing a college or university is usually a household decision. Most potential students are influenced by their parents. In fact, about 48% of students named their parents or guardians as their top five sources in 2021/2022. [5] It's equally important to market to the parents as it is the students.

