

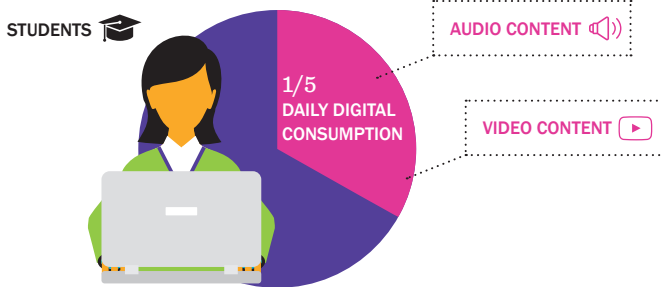
Making the Grade with Local Site Visitors

Existing and Potential College Students are more likely to reside in the South and West regions:



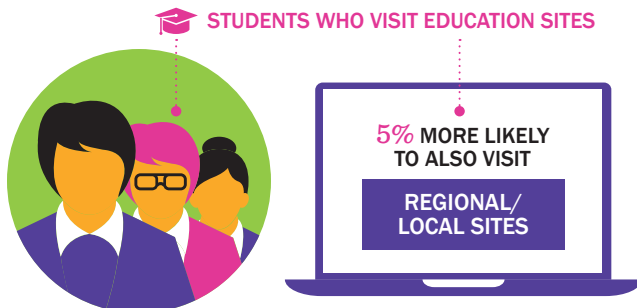
Digital Dorms

Existing and Potential College Students spend a fifth of their daily digital media consumption streaming audio or video content. They are also more likely than the average U.S. adult to be influenced into purchasing products and services by video ads and high impact display.



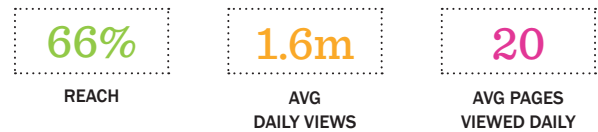
Cross-Visiting Credit

1 in 3 college students who visit education sites also visit regional/local sites. Furthermore, students who visit education sites are 5% more likely to also visit regional/local sites than they are to visit the average internet site.



Study with the Gamut Network

The Gamut Network reaches college students:



Digging deeper into the Gamut Local Network, the following observations among **adults 18-24** were revealed:

- Mobile**
 - Attracting **23,135,000 unique visitors** on average
 - Reaching **76% of the target audience**
 - They spend an average of seven minutes per interaction, totaling **162 million minutes**
- Video**
 - They view six videos a month, amounting to a total average of **15,485,000 videos**
 - An average of **10 minutes** is spent watching videos

Gamut makes it easy to reach college students anywhere, any time, on any platform.

Contact the experts at Gamut for A+ data services.

SOURCE: comScore, Gamut Local Network (Sept 2015-Sept 2016); Gamut Network college student reach (Sept 2016 - 3 mo avg)

Success Story

Gamut drives high-end user engagement for educational institutions

Objectives:

- High CTR to infer interest in creative and offering
- Drive awareness of several offered fields of study



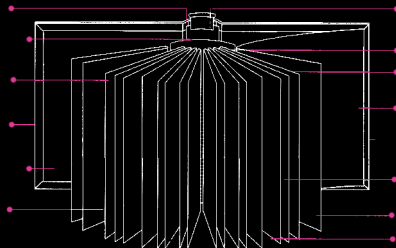
Results:

0.34% CTR across 4 markets

\$2.73 eCPC; 27,000+ click

3,202 total conversions;
84 "request info" goal completions

0.04% of the impressions yielded a
"request info" conversion



Best in Class Brand Lift Study

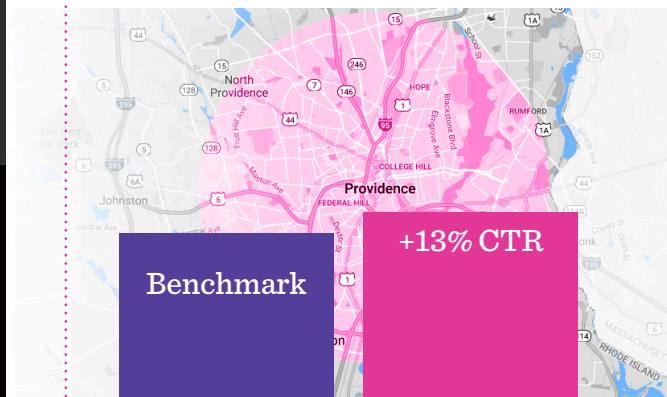


81.2% lift

- There was an **81.2% lift in awareness** for several programs.
- The study provided opportunities for optimization by demonstrating that a **higher frequency of impressions** drove higher brand lift.
- Significant lift was generated in the **Business and Liberal Arts** programs.
- 33.8% less people who were exposed to the campaign answered that they were not aware of the university's educational programs. This shows both a **lift in awareness and a significant movement against negative answers regarding the client's brand.**

This lift in awareness, coupled with a CTR that met the client's KPI, **resulted in the completion of both the primary and secondary objectives.**

In the Providence market, CTR performed **13% above its benchmark.**



A for Experience

Gamut has storied experience reaching consumers on all platforms, and can help guide your education campaign in the right direction.

SOURCE: Brand study data powered by Nielsen Online Brand Effect; performance data from client's third party ad server reporting. Gamut benchmark data is from an aggregation of multiple client 3rd party ad server reporting.