



## ROCKHURST UNIVERSITY

UNLOCK THE TRUE BEHAVIORS OF YOUR TARGET AUDIENCE WITH PINSIGHT

Rockhurst is an accredited liberal arts university located in the urban heart of Kansas City. Known for its private-college setting, it's an ideal choice for business professionals seeking to advance their careers, offering both undergraduate and graduate degrees.

### THE CHALLENGE

Rockhurst turned to Pinsight to help them glean mobile insights and spread awareness on two of their post-graduate programs: the Helzberg MBA and Executive MBA. The MBA is a standard full-time program (target A25-34), while the EMBA offers night and weekend classes (target A35-44). Rockhurst sought to learn more from the mobile behaviors of each group to better understand how, when and why people were engaging with each program.



Our premium mobile data offers an intelligent way for brands to adopt a mobile-first imperative. Get behind the lock screen. Contact [sales@pinsightmedia.com](mailto:sales@pinsightmedia.com).



## THE CAMPAIGN

Pinsight ran a thirty-day summer campaign in advance of the enrollment period, when business professionals are most inclined to research MBA programs. Unique creative was utilized to target and direct each audience to the appropriate landing page. Our geotargeting captured business professionals in specific Midwest DMAs, including Kansas City, Chicago, and St. Louis.

## THE PINSIGHT SOLUTION

By combining Pinsight's verified first-party data with mobile web, app, and location data, we developed custom personas targeted to each program. This provided precision and clarity into who was engaging with each campaign.

*THE ROCKHURST MBA PERSONA* skewed predominantly male, composed of young, tech-savvy individuals concerned with forwarding their careers as much as their families. They're budget-conscious and looking to move up the company ladder. MBA seekers are heavy users of dating apps, as well as big fans of nightlife activities such as sports and live events.

*THE ROCKHURST EMBA PERSONA* also skewed male and composed of tech power users. However, being slightly older and more established in their careers, they have more disposable income. EMBA seekers often travel during the week, frequently using airline and hotel reward apps. This indicates they're heavy business travelers. But it's not all work and no play. They're family-centric, seeking constant balance between work and home life.

By building custom personas with premium data sources, Pinsight uncovered the true behaviors of Rockhurst's MBA and EMBA audiences. Using similar methods -- turning persistent mobile activity into actionable insights -- Pinsight can help Rockhurst target precise audiences for all undergraduate and graduate programs.



**66%  
HIGHER  
CTR  
THAN EDUCATION  
INDUSTRY STANDARD**

**2.4MM  
TARGETED  
IMPRESSIONS**

Google AdWords, 2016