

University of Liverpool Programmatic Campaign

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By diversifying their digital marketing mix to include **programmatic ad placement**, University of Liverpool were able to **exceed course application KPI targets** through prospecting and retargeting strategies

THE RESULTS



18,451

Monthly Ad Clicks



7 Countries

Targeted
simultaneously



4,637,407

Monthly Ad

Impressions



205 Virtual

Event

Sign Ups

THE CHALLENGE



University of Liverpool were buying multiple media formats individually and feeling frustrated that there was no consistency or combined results from their marketing activities. They also felt niche propositions were getting left behind and needed a solution that could be optimised cross media and target a specific audience set.

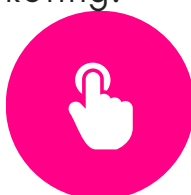
THE DELIVERY



Programmatic Display and Native Ads were the clear choice in this instance, as the measurable and trackable element would enable Public Sector Media to provide definitive campaign attributions and follow ad clicks and brochure downloads all the way to completed course applications.

The blend of Display and Native campaigns resulted in a strong start, with a short "learning phase" for the AI and machine learning to find UOL's ideal audience.

Once the AI was equipped to succeed, the campaign began to deliver. University of Liverpool are now planning an "always on" approach to programmatic marketing.



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campaign roll
out



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and dedicated
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transparent
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