

Mastering Higher Education Marketing with Programmatic



Summary

The Egg, a digital marketing agency, partnered with StackAdapt to expand awareness for higher education in the USA, APAC and EMEA. Challenges included high minimum budgets and slow onboarding on other platforms. StackAdapt's quick onboarding, flexibility in deals, precision in audience targeting, and premium inventory helped overcome these hurdles. They achieved a 5x increase in conversions compared to industry benchmarks.

Results



CTR
0.21%



Unique Impressions
5 Million+



Average eCPM
\$9



The Egg is a digital marketing agency with offices in Singapore, Hong Kong, China, Japan, and Korea specialized in SEM, SEO, paid, social, and display advertising.



The absence of minimum budget requirements and platform fees simplified the process for us to partner with StackAdapt, enabling us to allocate resources more efficiently. With this collaboration, we've achieved a 5x increase in conversions for our higher education clients across campaigns targeting key global markets. This surpassed industry benchmarks, solidifying our position in the digital marketing space for higher education.

–Dheeraj Choithramani, Digital Director at The Egg

Challenge

The challenge was overcoming other platforms' high minimum budget requirements, fees and long commitments.

Strategy

The Egg partnered with StackAdapt and leveraged flexibility in deals, precision audience targeting, and access to premium inventory. This enabled The Egg to overcome budget constraints and deliver effective programmatic services to their clients in the higher education sector.

Execution

Premium Inventory

StackAdapt provided the high-quality publication inventory needed to meet client demands in primary markets, streamlining booking processes and centralizing programmatic activity.

StackAdapt Reporting

StackAdapt's centralized reporting allowed thorough campaign data review, informed decision-making, and updated clients with insights needed to make dynamic real time decisions.

Audience Targeting

StackAdapt's Contextual and geo targeting strategies in StackAdapt reached desired audiences and facilitated expansion into additional inventory while maintaining quality and relevance.

Outcomes

In this ongoing collaboration with StackAdapt, The Egg has seamlessly navigated budget constraints, maximizing resources to achieving remarkable outcomes in higher education marketing.