

# Reach Students On Their Devices at **School** and **On the Go**

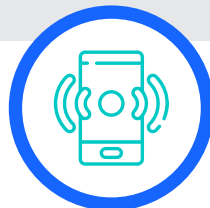
Drive awareness as you increase applications and enrollments with  
comprehensive digital targeting solutions from CBSS

Whether you seek to **gain a stronger presence in the high schools and community colleges you draw students from**, or you want to **reach students currently in your funnel**, CBSS helps you **meet your audience where they are**.

## TARGET STUDENTS AT SCHOOL WITH **LOCATION-BASED TARGETING**



Buildings on high school and community college campuses are digitally mapped



Unique device IDs of phones and digital devices are captured by satellite



Your school's digital ads are served to phones present on the campuses you select



CBSS provides up-to-date activity reports and metrics on your campaign

Leveraging the latest technology, CBSS has digitally mapped high school and community college campuses throughout the nation. Our borders are within 3 feet of each building or campus area; this method eliminates wasted ad impressions that occur when traditional geofences capture non-student targets. With borders in place, CBSS collects unique device IDs from phones that are present. We ensure the identified devices are regularly on-location over a period of several days. Generally speaking, we can reach 75% of the unique IDs on a given campus.

Next, your digital ads are served via ad placements to the devices present at your target schools and reach the devices anywhere they go, extending the reach of your message. Tracking the success of your campaign is simple; we provide you with a dashboard that shows impressions served as well as the number of clicks and visits. Additionally, you will receive a monthly report that summarizes impressions and clicks by schools.

## TARGET STUDENTS IN YOUR CRM WITH IP TARGETING



Household IP addresses are matched to the students in your CRM/funnel



IP gateways and devices connected to the household's WiFi are identified



Your school's digital ads are served to the connected devices via ad placements



Your valuable message reaches students, as well as their parents and siblings

Layering IP Targeting on top of your email marketing and direct mail efforts creates additional touch points that promote increased responses and more completed applications. Using the data that exists in your CRM and/or recruitment funnel, CBSS enables you to reach all members of a prospective student's household with accuracy and precision. CBSS matches student names and home addresses with household IP addresses to identify all connected devices within the home. This enables you to target student, parent, and sibling phones and tablets with engaging display ads on their favorite websites, apps, and games.

As with Location-Based Targeting, CBSS can track impressions served and the number of clicks. And since these students are already in your database, you can easily measure conversion based on the responses received, applications submitted, and enrollments processed by your institution.

## Student Data, Your Way Call Today to Begin Digital Targeting

Reach prospective students where they are spending time, **online and on their devices**

Hand select the high schools and community colleges where you see the most potential for interest and enrollment

Provide students with additional opportunities to **learn about and engage with your college**

Improve your school's enrollment numbers by bringing awareness to students **on campus and at home**