

StackAdapt Schools a Competitor DSP in a Head-to-Head Higher Education Campaign

TCS Education System leveraged StackAdapt's 1st-party and 3rd-party targeting capabilities to outperform a direct DSP competitor in a head-to-head campaign test.



28.33%
Increase in New Prospective Students to TCS YoY



27.7%
Increase in Impressions YoY



83.8%
Increase in Clicks YoY



17.62%
Increase in Goal Conversion Rate YoY



42.25%
Increase in Goal Completions YoY



We have been working with StackAdapt for over a year to help with enrollments for our schools. Their unique approach to capture demand in the higher education vertical while providing a detailed breakdown of the cost and opportunities available have helped us tremendously to stay ahead of our competitors. We look forward to working with them and growing together in future.

— Hamza Zafar

Paid Media Specialist, TCS Education System

The Agency



TCS Education System (TCS) prepares innovative, engaged graduates who serve our global community. As a nonprofit system of colleges advancing student success and community impact, TCS has five colleges among their ranks and a system that fulfills the aspirations of nearly 7,000 students across 11 separate campus locations. Leveraging a shared vision, scale, and cross-college collaboration, their student-centred system has the power to change the world.

The Client



The Chicago School of Professional Psychology (TCSP) is a nonprofit, accredited institution with more than 5,600 students at campuses across the country—Chicago, New Orleans, Dallas, Southern California, and Washington, D.C.—and online. TCSP has been an innovator in the field of psychology and related behavioural science since 1979.

Goal

TCS Education System was looking to generate future enrollments by extending innovative outreach strategies to prospective students for The Chicago School of Professional Psychology.

Execution

TCS Education System employed three main targeting strategies in their campaign. First, they targeted 1st-party CRM audiences to prospect students from competitive schools through internet service providers (ISPs). Second, they used Custom Segments to target users with interest in pursuing a psychology program. And third, they included audience segments from StackAdapt's Third-Party Catalogue to target those interested in higher education.

Result

Running head-to-head with a competitor DSP in an identical campaign, TCS Education System was able to generate 25% more prospective student leads with StackAdapt, surpassing all original campaign goals for The Chicago School of Professional Psychology.