

## StackAdapt Success Story

# Ohlmann Group Harnesses the Power of Programmatic to Sell Out Student Open House



## Summary

In an effort to increase student recruitment and drive open house registrations for a local university, Ohlmann Group leveraged StackAdapt's all-in-one multi-channel platform to reach prospective students at all stages of the funnel. As a small team of self-serve users, Ohlmann Group used multiple prospecting and retargeting tactics to push their target users to their client's site. These tactics successfully resulted in a CTR that was double what it was previously, and to their client's delight, sold out open house registrations!

## Background



Ohlmann Group

**Ohlmann Group** uses creativity to solve complex business problems. They combine content with context, data with design, and empathy with energy to create meaningful brands, memorable experiences, and measurable results.



The client is a local national public research university in the US, that offers undergraduate and graduate programs across a wide range of studies.



### Algis Aukstuolis

Director of Digital Media, Ohlmann Group

“We were looking for technology partners to help us work with a small team and to help us optimize our campaigns,” says **Algis Aukstuolis, Director of Digital Media at Ohlmann Group**. “We started testing a couple of other ad tech solutions, and they just didn't work out—they were clunky and hard to use. However, with StackAdapt we soon realized how quickly we were able to set up campaigns, diagnose issues, and ultimately make our campaigns outperform what they did in the past.”

## Challenge

Ohlmann Group's higher education client needed to boost open house visits and student recruitment for a university whose registration rates had gone stagnant.

## Strategy

Leveraging the power of multi-tactic retargeting and StackAdapt's all-in-one multi-channel platform, Ohlmann Group was able to reach prospective students at the awareness, consideration, and purchase stage of their conversion journey. Using location-based audiences, CRM lists, and completion retargeting, Ohlmann Group covered multiple stages in the marketing funnel to drive prospective students to the website and open house.



### Audio Ads

To spread their message with impact and scale, Ohlmann Group leveraged audio as one of their main channels to drive awareness for their university client's upcoming admissions date and open house.



### Completion Retargeting

To push users down the funnel, Ohlmann Group retargeted users who completed an audio, CTV or video ad with a second message that encouraged open house sign-ups.



### Low-Funnel Targeting

Ohlmann Group retargeted mid-funnel users in the university geo fence during a promotional event, with an ad to attend their open house. They also uploaded CRM lists that targeted open house registrants with ads to bring them back to site to complete a form fill for admission purposes.

## Execution

As self-serve users, Ohlmann Group was working in-platform on a day-to-day basis. In order to set their campaigns up for success and minimize manual execution, they incorporated some of StackAdapt's pre-bundled inventory, AI-driven budget optimization settings and optimized their conversion tracking. Ohlmann Group leveraged the following execution tactics to ensure the best performance for their campaign:

### Performance-Based Budget Allocation (PBBA)

To save manual work and allow for the platform to automatically spend budget towards top-converting in-channel tactics, Ohlmann Group launched a PBBA campaign setup for some of their display and pre-roll line items.

### Conversion Optimization Weighting

Since they were tracking clicks on the “Apply Now” and “Job Portal” buttons as conversions on site, Ohlmann Group set up optimization weights during campaign setup to ensure that the platform optimized towards these conversions accordingly.

### Audio Deals

Ohlmann Group ran on multiple deals to optimize the performance of their audio prospecting and retargeting ads, including music streaming, digital radio and podcast inventory. This diversified their inventory, encouraging better performance and enabled them to report on each type of audio inventory to inform future campaigns.

## Results

On top of selling out of open house registration visits for their client, Ohlmann Group noticed more clicks and unique impressions across all of their platforms since launching their campaigns on StackAdapt. The audience that they were able to reach on StackAdapt drove a halo effect across all of their digital advertising platforms.

Since launching their campaign on StackAdapt, Ohlmann Group was able to drive the following performance:



Increase in CTR  
**2x**



Unique Impressions  
**1.9 million**



eCPA  
**\$3.80**

“Our clients really trust us,” says **Jenn Kelsen, Digital Campaign Manager at Ohlmann Group**. “They know that we are going to deliver exactly what we've promised to deliver, which is on-time, on-budget campaigns that run and perform really well. With StackAdapt, we know that's what we're delivering, and I think our clients really appreciate and trust that everything that we say we're going to do, we deliver on.”