

HIGHER EDUCATION

Turn Interest Into Enrollment with Integrated Campaigns.



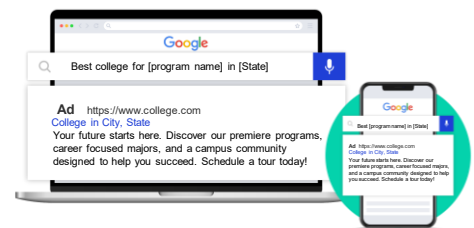
Our Approach

- We prioritize what we know about your audience and goals to curate fully-integrated media campaigns.
- We harness the power of analytics to develop data-driven strategies that reach the right customers at the right time.



Activation Opportunities

- **CTV and Digital Ads** to highlight university values, campus life, and flagship programs to prospective students and parents within the recruitment radius (local, regional, or out-of-state).
- Use **paid social** to reach highly targeted audiences and increase affinity and interest.
- **Digital Out-of-Home:** Place ads on digital billboards, near retail shops, and grocery stores in key markets.
- **Direct mail retargeting** can increase consideration by sending reminders about open house events to previous site visitors.
- Use **search engine marketing** to reach audiences searching for specific keywords, like 'Best college for [program name] in [state].'



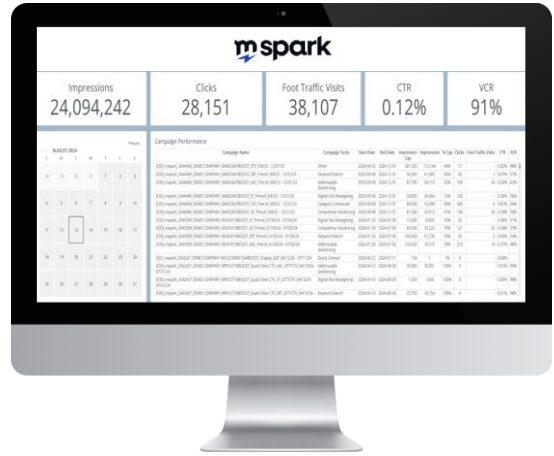
Let's Ignite Results for Your Business.



Actionable Results.



Our campaign reporting brings your strategic story to life.



- 01. Continuous Improvement:** We analyze performance across media, audiences, and geographies to enhance it further.
- 02. Collaborative Data Sharing:** Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.
- 03. Enriched Insights:** By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



ABOUT US:

Mspark is a results-driven media marketing partner built for accountability. Our teams plan, activate, and measure fully-integrated media campaigns – anchoring strategy and audience intelligence directly to performance through client-first service.

135M

Targeted reach across all U.S. households through our direct mail and digital media solutions.

30,000+

Audience data insights leveraged in proprietary data models and custom audience curation.

38 yrs.

A media mainstay for nearly four decades—we've evolved alongside the national, regional, and local brands we serve.

3,000+

We have over 3,000 clients who trust us to build full-funnel campaigns to achieve their marketing goals.

Get Credit Where It Counts. Let's Get Started Today.

mspark.com

