

Turn Interest Into Enrollment with Integrated Campaigns.

HIGHER EDUCATION: DATA-DRIVEN, AUDIENCE-CENTRIC SOLUTIONS



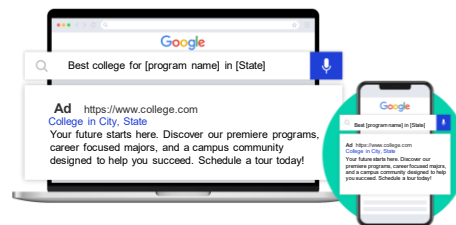
Our Approach:

- We prioritize what we know about your audience and goals to deliver full-funnel, data-driven marketing solutions.
- We harness the power of analytics to develop platform-agnostic media strategies that reach the right potential students 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 Discuss the Audiences That Drive Your Results.

Get started today at mspark.com/contact

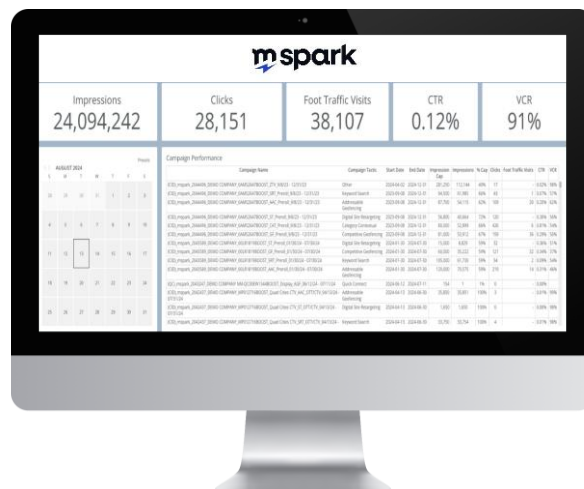


Actionable Results.



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 company that delivers measurable campaigns with guaranteed ROI. We enable audience-based targeting through multichannel marketing with full-device attribution for precise insights. Our full-funnel approach ensures that our clients optimize their marketing budgets while driving profitable growth.

37 years

Founded in 1988, we've spent 37 years building audiences and customer relationships.

30,000+

Audience data points for use in reaching and creating target audiences for your campaigns.

135M+

Targeted reach across 135+ million households through our digital and mailbox solutions.

6,000+

Over 6,000 clients trust us to build full-funnel campaigns and achieve their marketing goals.

MSPARK.COM

Get Credit Where It Counts.

Let's Get Started Today.

