EAB

Appily Awareness Marketing

Shape Students' Decisions Before They Inquire

Reach Prospective Students Earlier with Digital Marketing Campaigns

Appily Awareness offers enhanced digital marketing campaigns to expand your influence with Appily's proprietary audiences of students, parents, and counselors. These targeted, fully managed campaigns broaden your reach, connect you with audiences across more channels, and provide real-time visibility into prospective student engagement.

Where We Can Reach Students

Instagram

Facebook

Google Demand Gen

Connect with students across social, video, display, and discovery channels

Impact We Deliver

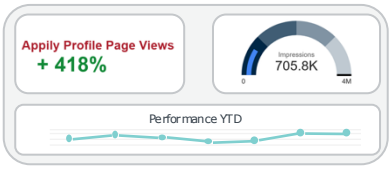
Impressions & Clicks

Tailored ad designs

Custom calls to action

Ad campaigns tailored to achieve your specific goals

ROI and Engagement Tracking



Live dashboard with reach, clicks, landing-page engagement, and CTA engagement

Access EAB's Proprietary Audiences

3.5M+	200K+	62K+
College-Seeking Students	Parents/Guardians	High School Counselors

Customized Campaigns to Help You Meet Your Enrollment Goals

What Messages Should Students See?

- **Build awareness** among students who may not know your institution
- Promote **events, programs, scholarships,** and other priorities
- **Tailor messages** to specific audiences and desired outcomes



Which Students Do You Want to Target?

- Reach students who match your **enrollment criteria**, using sophisticated digital parameters
- Reengage students based on **behavioral signals**
- Reach students who have explored **competitor schools** or majors and programs



What Action Should Students Take?

- Direct students to **any destination on your .edu site**
- Send them to a **specific major, program, event, or information page**
- Guide them toward higher-intent actions such as taking a **virtual tour or submitting an RFI form**



To see how EAB can support your unique enrollment goals, visit **eab.com/StudentLeads**.