

Appily Awareness Marketing

A New Opportunity for Enhanced Digital Marketing

Two Fully-Managed Digital Display Campaigns

Prospecting

Promote your institution across the web to your key audiences, including students, high school counselors, and parents/guardians, using targeting only Appily can offer.

Drives visitors to your Appily profile



Retargeting

You're already growing your audience on Appily—now stay top of mind exactly when it matters, targeting the Appily audience of your choice.

Drives visitors to your .edu site



Available in packages of **2 million** or **4 million** impressions



Only with EAB:

- ✓ Reach **proprietary audiences** (students, counselors, & parents)
- ✓ Custom creative, strategy development, and campaign management
- ✓ **Deep reporting** to measure audience reach and performance

Learn more at eab.com/appily.