

CASE STUDY



Accelerating Undergrad Enrollment

VENUE REPLAY

BACKGROUND

A large online university, working through their agency partner, sought to drive new enrollments for their undergraduate program with a specific focus on credit transfers. Having identified community college students as a high-intent audience, they utilized Venue Replay technology to bridge the gap between physical campus presence and digital recruitment.

KEY METRICS

236,470

TOTAL TARGET AUDIENCE

1,623

UNIQUE HOUSEHOLD
CONVERSIONS

2,065

TOTAL CONVERSIONS
(Course Sign-ups)

THE EL TORO SOLUTION

The university deployed a one-month campaign using Venue Replay with both device and IP targeting. The strategy involved identifying and capturing the device IDs of individuals visiting specific community college campuses.

To ensure maximum efficiency and focus on new growth, the campaign filtered out any individuals already present in the university's existing marketing funnel. By utilizing both device and IP targeting, the university maintained a consistent brand presence as prospective students moved from their physical campus to their home study environments.

ABOUT EL TORO

El Toro is a hyper-targeted marketing and audience platform. By eliminating guesswork, we help you identify, understand, and engage your most valuable audiences—turning data into a competitive edge that drives measurable results.

For more information, visit [eltoro.com](https://www.eltoro.com)

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