

## Advertiser Case Study

**KAPLAN continues to achieve impressive participation and responses for its leading education courses via direct engagement with mobile consumers.**



### Objective

**KAPLAN** is a leading international provider of educational services, catering to over 1 million students from more than 500 locations around the world and a leading private education institution in Singapore.

The campaign aimed to deliver immediate response and acquisition of users to sign-up to various courses from Diploma's to Degree programs.

### Campaign Summary

- **Client:** KAPLAN
- **Country:** Singapore
- **Ad Format:** Display Banners

### Solution

Each month **KAPLAN** launched multiple campaigns simultaneously, for different educational programs to attract potential students. For Diploma courses, the target audience was 16-22 year old youths, who have completed GCE 'N'/'O'/'A' level. While the Degree courses targeted young working adults seeking higher learning.

### Campaign Targeting

- **Channels:** Brand-Safe Channels
- **Operating System:** All

Ad banner impressions were delivered across the network to get maximum reach and targeted a diverse audience in the network.

### Performance

- **Impressions:** 4.8 million
- **Clicks :** 160 000
- **CTR % :** 0.5%

The campaign incentivised users, with \$200 vouchers to courses upon confirmation of sign-up. To qualify for the voucher, users were required to fill in a form to register on a program of their choice directly on the campaign landing page.

### Results

Quality leads were generated and acquired over the 3 week period. The campaign achieved over 4.8 million exposures with an average CTR of 0.50%, which was an excellent result with modest budget.

**YOUR REQUEST**

Request a Kaplan representative to contact me by email

Request a Kaplan representative to contact me on my mobile phone

Name:

Email Address:

Mobile Number:

Highest Qualification Level:

Please select

We value your privacy. We do not rent or sell your personal information. It will be used internally only.

