

Coyne College is a for-profit college with two campuses in the Chicago, Illinois. They offer approved training programs in fields such as: HVAC, Medical Assistant, and Pharmacy Technician.



Goal:

Coyne wanted to make a big impact on local Chicago residents, primarily targeting potential new students. They were looking to both increase enrollment and brand themselves as the go-to tech college in the windy city. As a commuter school, Coyne was particularly interested in reaching people with convenient access to their campus via public transit.

Services:

CommuteStream turned out to be the perfect solution for adding an effective mobile arm to Coyne’s commuter-targeted campaign, which already consisted of OOH, print, and online advertising.

We provided the necessary technology to reach commuters in select areas of the city, traveling through various parts of the transit system.

The quality of CommuteStream’s banner delivery reporting outperformed that of all other media involved in the campaign. This reporting provided Coyne with real-time, detailed geographic info, and plotting on ad delivery and click-through-rates, making it possible to understand and optimize Coyne’s targeting strategy as the campaign progressed.

Strategy:

CommuteStream delivered two specialized banners to 3 areas of Chicago: the North, Central, and South zip codes. Tight monitoring of analytics enabled us to further optimize the campaign’s targeting to the areas responding best to each banner.

Day-parting was applied to ensure banners reached riders during the morning and afternoon hours only. By rotating multiple creatives weekly, the content remained fresh and the CTR stayed high.

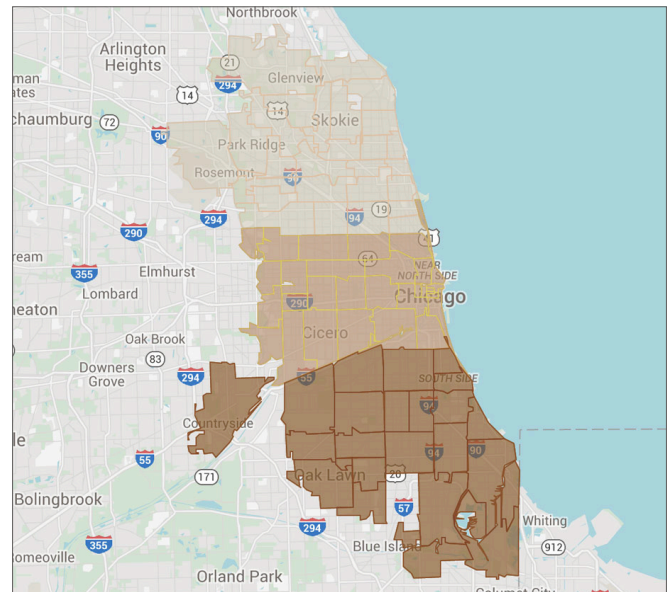
Results:

CommuteStream was part of an overall campaign strategy to increase enrollment at Coyne College. The patterns found in our data revealed a higher response in the southern Chicago zip codes (1.24% CTR) compared to the northern zip codes (.90% CTR), a valuable insight for Coyne’s future marketing needs. To date Coyne has renewed this campaign for 15 consecutive months, yielding a 1.1% CTR.

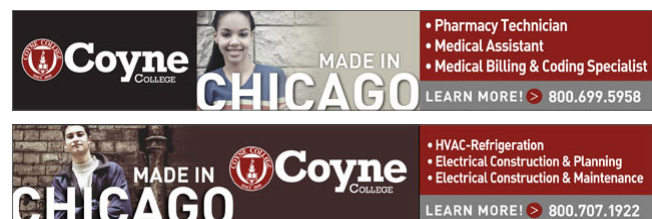
Key Metrics:

- 4,300,000+** Impressions Delivered
- 233,165** Riders Reached
- 46,000+** Clicks
- 1.1%** CTR
- 15 Months** Running

Targeting:



Creative:



Individual banners were designed to target riders by gender and/or desired occupation.