



# How CTV Drives Enrollment Demand

# CTV in Enrollment Marketing

Where it works, where it doesn't, where it's evolving

# Moving Down the Funnel

What does it actually look like to use CTV  
beyond awareness?

**From inquiry to application to enrollment**

# Moving Down the Funnel

The Living Room Is Now a Media Channel

## What the students are saying:

- **95%** of high school students say they watch streaming TV
- **58%** say they watch it multiple times a week
- **59%** of streaming teen viewers give it their FULL attention...vs. **20%** live TV
- **68%** of students say seeing an ad on TV makes a brand more credible
- **2 out of 3** say video is essential to understanding campus culture

# Graduate vs. Undergrad

How should we think about CTV across undergraduate, graduate, and adult audiences?

**Different journeys. Different definitions of yield.**

# Undergrad vs. Graduate

## Undergraduate: A Household Decision

- Parents + students
- Early familiarity
- Yield reinforcement

Streaming reaches the whole household. **Shared moments matter** — you're building familiarity early and staying present through yield. This is where CTV really shines.

## Graduate & Adult: An Individual Decision

- Work + life + school
- Longer, fragmented cycle
- Consistent presence

Less about one big decision point. **More about staying present** during in-between moments. On for 4 months, pull back, on again — consistent reinforcement over time.

### The Overlap Effect

Because streaming **reaches the whole household**, undergrad campaigns regularly drive lift in grad — and vice versa. **These decisions don't happen in silos!**

# Where CTV Goes Wrong

Where does CTV go wrong in  
higher ed campaigns?

**Targeting, creative, expectations, measurement**

# Where CTV Goes Wrong



## The wrong model: Last-Touch Attribution

This model gives **100% of the credit to the final click**. So Search always looks like the hero — but it only caught the student CTV already motivated.



## The right model: Linear Attribution

Distributes credit across every touchpoint and connects the students exposed to your ad back to site visits and conversions — **even 6 months later**.

# Creative and Messaging

What creative actually resonates in  
CTV for prospective students?

**And how should it differ from paid social or search?**

# Creative and Messaging

**Agnes  
Scott  
College**



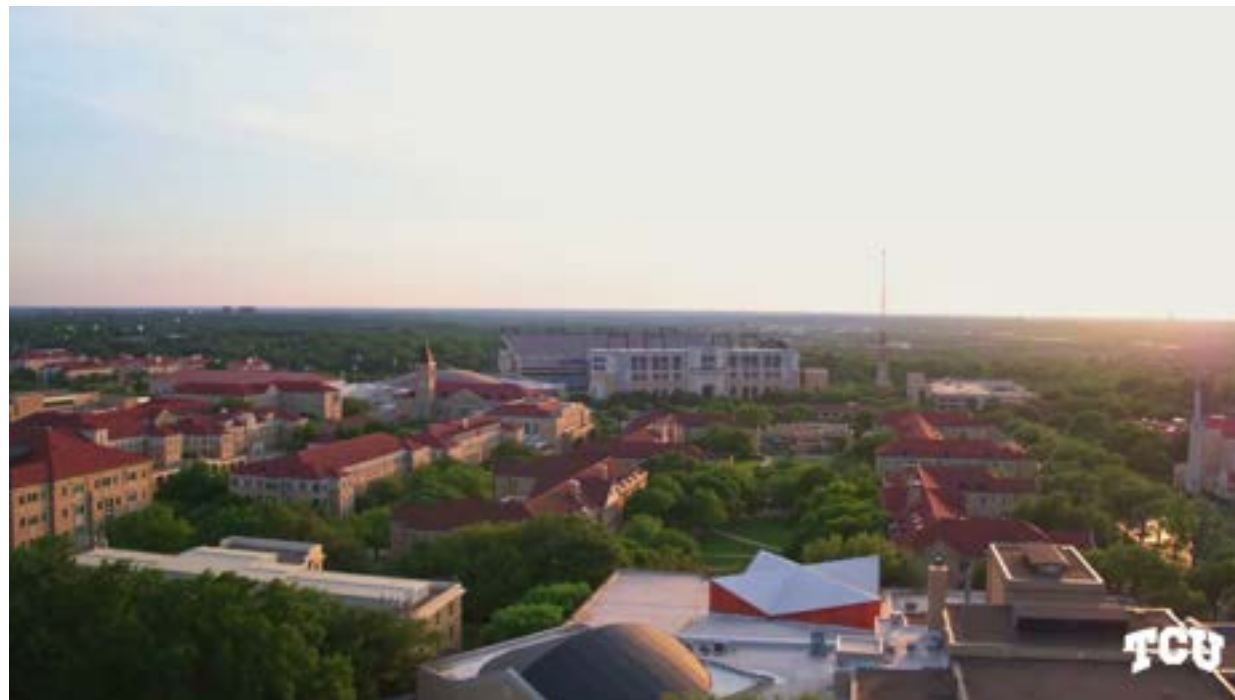
# Creative and Messaging

**Johns  
Hopkins  
University**



# Creative and Messaging

**Texas  
Christian  
University**



TCU

# Measurement and Buy-In

How do you measure CTV success and  
build internal buy-in?

# Measurement & Buy-in

**The smart TV is now just another digital device:** Think of a Smart TV as a big-screen smartphone —apps, ads, targeting and all!



Connects to the Internet	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Used for Streaming	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Serves Ads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tracks User Behavior	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Runs Apps	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

# Measurement & Buy-in



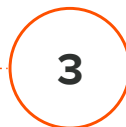
## Ad Served on CTV

Ad delivered to household IP address



## All Household Devices and ID Identified

3rd party 'Device Graph' partners identify all HH devices using that IP address and identify the location



## Conversion Happens

The student visits the website and the HH Device completes conversion in app or on web. IP address is collected.



## Student Address Matched Back

Upon campaign completion, the school provides a list of applications, deposits, event registrations, and inquiries that came in. We match those addresses back to exposure records to tell which students were exposed and converted.

**What is one piece of  
advice for marketing leaders  
considering CTV?**

Questions?