

RIC 2024 YTD Reporting

January 2024 - August 2024

Rhode Island College Year - to - Date

21.6M

Impressions

13.1k

Clicks

3,734

Common Apps Started

4.3%

CTR

4:30 hrs

Influencer content consumed

7

Campaigns

Year-billboard: 1/22/24 - 1/19/25

Overview:

To become a visible figure in Rhode Island, RIC and DDL secured a year long billboard along 1-95 N in Cranston. The placement aligns with Rhode Island college's continued efforts to become a household name, spread awareness about the hope scholarship, and boost brand sentiment in Rhode Island.



Results:

- 16,897,082 Impressions to date.
- 993,946 Weekly impressions
- \$.007/per impression to date.

WBB Sweet 16 Billboard: 3/6/24 - 3/24/24

Overview:

Billboards were ordered to support Women's basketball in their appearance in the NCAA Tournament. RIC worked with DDL to updated these boards in real time as the games were play. Unfortunately the team did not make the elite 8. RIC pivoted to a congrats on a great season message. This strategy boosted brand awareness and consideration for RIC while affirming it's support for outstanding athletic performance the community.



Results:

- 2,291,916 Impressions
- Boosted brand awareness for RIC and its athletic programs
- Warm reception from team and expressed sentiments of "RIC is on the move" from community members.

Transfer : 3/18/24 - 5/31/24

Overview:

The Admissions office revealed that top transfer applications come from Massasoit Community College, Umass Dartmouth, and Eastern Connecticut State University. To capitalize on these potential students RIC and DDL geofenced these schools and surrounding towns with a google adwords traditional programmatic campaigns. The Programmatic campaign also included retargeting. DDL also recommended a test of the Amazon DSP platform to reach audiences in the area potentially shopping for transfer related items. This test served as an evaluation of the platform and it capabilities for RIC.

Results:

- 22.96% Adwords CTR (highest ever seen)
- 323 Common App adwords conversions
- .18% CTR from Amazon - likely won't be used in the future.
- 3,411 Common App conversion during campaign



Transfer: 3/18/24 - 5/31/24

Detailed Reporting

Google Adwords



Programmatic

Display Performance KPI's



Amazon DSP



Spring Blitz: 3/18/24 - 5/11/24

Overview:

RIC sought to capitalize on a key decision making time for students, especially with the delays in aid from FAFSA by reminding students about the hope scholarship and other important summer programs. Leveraging Radio, streaming audio, and influencers RIC Launched a successful 6 weeks blitz target both Rhode Island residents and current RIC students.

Results:

- 450,000 Impressions delivered on spotify
- 257,000 Rhode islanders reached
- 20,000+ Accounts reached on Social Media
- 144+ radio spots with added value interview



Spring Blitz: 3/18/24 - 5/11/24

Spotify - [Full Spotify report here](#)



Radio

- Poder
 - The schedule ran 3/25 thru 5/13, total spots 144, added value one live interview that is still pending.
- [Cumulus](#)
- 669,000 Impressions
- 257,300 People reached

Influencer

- 38,786 Plays | 21,615 Accounts reached | 2:34+ hours consumed
- 800 likes | 20 Comments | 23 sends | 15 saves
- 3 Podcast Sponsorships



Summer Sessions 4/15/24 - 5/12/24

Overview:

In an effort to boost awareness for summer classes RIC launched a campaign to remind potential students of the sign deadline

Results:

- Summer Sessions Webpage was 6th most visited page during time period
- 691,572 Impressions on Meta and LinkedIn
- 5,738 Clicks
- .83% CTR
-



Summer Sessions: 4/15/24 - 5/12/24 - Click for full report

Meta



LinkedIn



Key Takeaways:

- Summer Sessions Webpage was 6th most visited page during time period
- Click Rates above .5 are considered successful.
- Retargeting audiences see 1.07% - 1.66% click rate indicating audiences stay engaged after 1st exposure.
- Campus and non campus geo fences show similar CTR (.81 & .87) shows interest on and off campus.



Hope TV: 5/6/24 - 6/10/24

Overview:

Hope is here! DDL and RIC worked to launch a full TV and Stream Blitz for the Hope Scholarship. Utilizing, traditional and Streaming and CTV, strategically placed the Hope scholarship in Prime time programming, high viewership sporting events, and in added value interviews with the Rhode Show. DDL also produced the commercial!




Results:

- 7.3M Impressions
- Campaign delivered 600k more impressions than projected
- 13,220 Website visits attributed to Hulu and MNTN
- 736 clicks for more info, campus visits, or apply

Hope TV: 5/6/24 - 6/10/24

MNTN

949,805 Impressions	6,973 Total Verified Visits	\$13,776.98 Total Spend	 97.81% Completed View Rate
94,687 Households Reached	7.36% Visit Rate	\$0.00 Order Value	
529,060 TV Completed Views	\$1.98 Cost per Visit	\$0.02 Cost Per Completed View	

Hulu

IMPRESSIONS ⓘ	REACH ⓘ	FREQUENCY ⓘ
466,027 / 454,545 Delivered Targeted	80,570	5.8 Average

CTV

Impressions 316.40K	Video Complete Percent 98.52%
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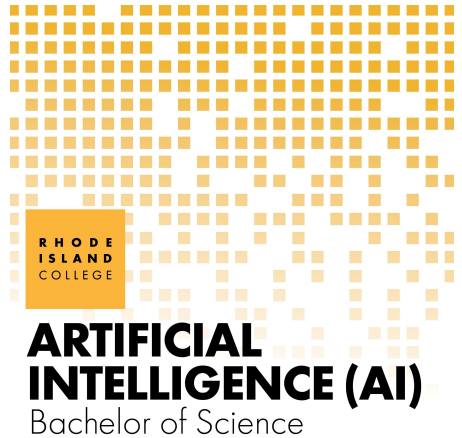
AI Major 7/8/24 - 8/18/24

Overview:

To stand out from competitors and continue to perpetuate academic excellence RIC lauded an AI major brand awareness campaign to generate interest about a new major, while doubling down on RIC's new and improved image.

Results:

- Great Reach as part of Long term Billboard Plan
- 691,572 Impressions on Meta and LinkedIn
- 5,738 Clicks
- .83% CTR
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A graphic for the AI major featuring a grid of yellow squares that form the letters 'AI' in a stylized, pixelated font. Below the grid is a yellow square containing the text 'RHODE ISLAND COLLEGE' in white. Underneath the grid, the text 'ARTIFICIAL INTELLIGENCE (AI)' is written in bold black letters, with 'Bachelor of Science' in a smaller font below it.

RHODE ISLAND COLLEGE

ARTIFICIAL INTELLIGENCE (AI)
Bachelor of Science