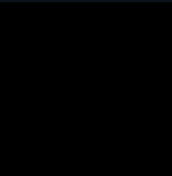


Brigham Young University Builds Recognition Across The US

BYU
BRIGHAM YOUNG
UNIVERSITY



Brigham Young University (BYU) tripled brand awareness in just one year by reaching the right audiences through targeted, multi-channel campaigns across the US.

The Challenge

BYU needed to raise awareness of its research and reputation across the US, while strengthening its standing with national employers.

The Strategy

Targeted, multi-channel campaigns combined account-based marketing, audience data, and location-based tactics to reach the right people and prove results through brand lift and engagement.



3X

Increase in brand awareness YoY, measured by a brand lift study.

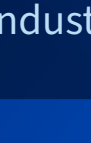


\$5

Cost per engagement, driving efficient campaign performance.

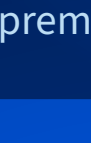
\$0.20

Lowest CPC achieved, with an average of \$0.52.



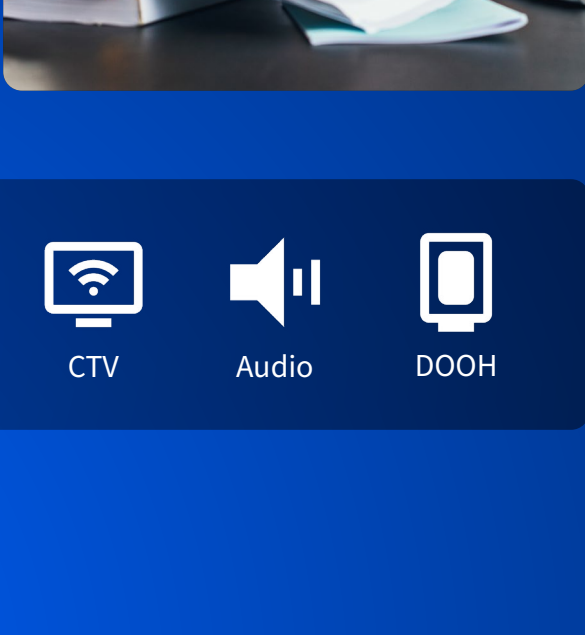
0.97%

CTR across all active campaigns, outperforming industry benchmarks.

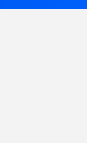


\$20

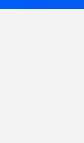
CPM on connected TV, delivering cost-effective premium inventory.



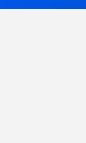
Media Channels Used



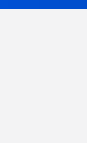
Native



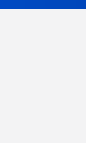
Display



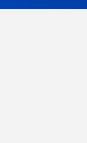
Video



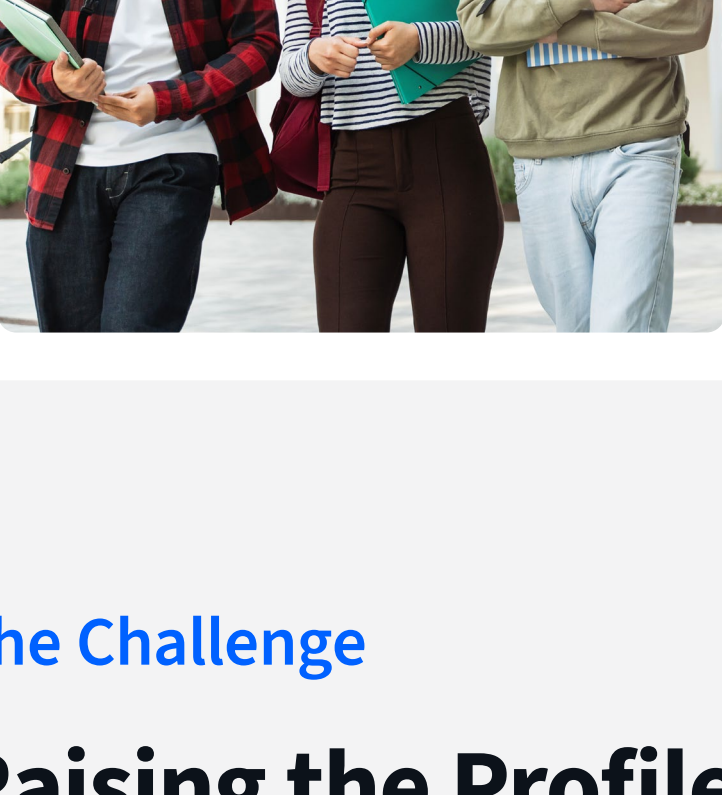
CTV



Audio



DOOH



BYU

BYU is a leading private university in Provo, Utah, known for world-class research and service-minded graduates. With a strong academic reputation and a global alumni network, BYU wanted to build recognition of its impact beyond its home community.

The Challenge

Raising the Profile of Research and Talent

BYU set out to spotlight research projects with real-world impact, from Alzheimer's initiatives to delivering prosthetics in Ecuador. At the same time, they wanted to show the strength of their graduates and earn greater recognition from employers nationwide.

- ✓ Show the strength of the graduates.
- ✓ Earn recognition from employers.

The Strategy

Driving Awareness Through Multi-Channel Campaigns

To expand recognition, BYU partnered with StackAdapt on a strategy that blended precision targeting with scale.

Account-based marketing reached Fortune 1000 employers, while audience targeting extended reach to key groups beyond campus. Campaigns ran across display, native, video, audio, connected TV, and digital out-of-home, using premium inventory to keep BYU's message front and center nationwide.

“We appreciate StackAdapt's ability to help us precisely target relevant audiences and the team's ongoing focus on improving BYU's ad performance—both from a CPM and CTR perspective. On average, our campaigns consistently deliver CPMs of \$5 and CTRs of 1%, and when audiences click to learn more, they spend meaningful time engaging with BYU's landing pages.”

Shane Westwood
Associate Director of Brand Marketing

Executing The Campaign

Precision Targeting to Reach the Right Audiences

01



\$0.20

CPC achieved, with an average of \$0.52, showing the efficiency of targeted campaigns.

BYU used account-based marketing to reach executives at some of the country's most recognized companies, building credibility with future employers of its graduates.

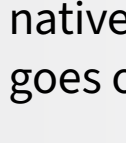
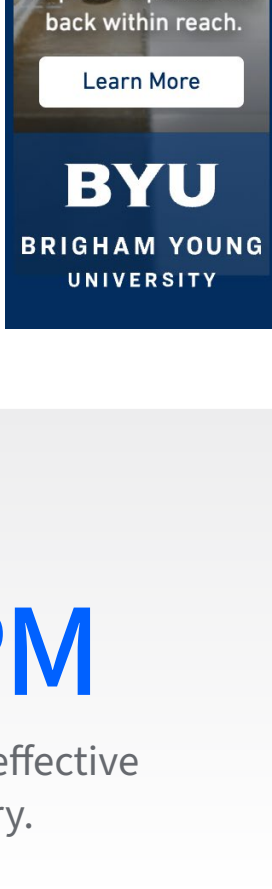
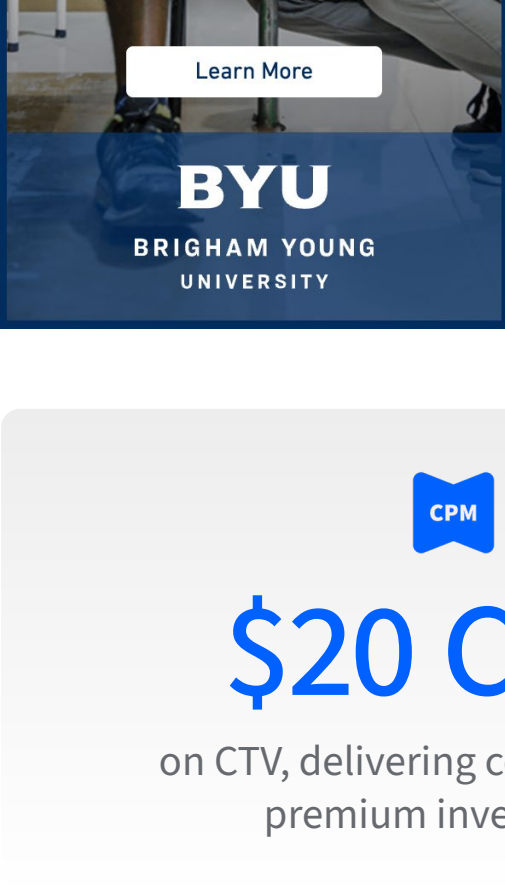
Third-party audience data helped broaden the reach to affluent, highly educated individuals who were most likely to engage with BYU's research content. Location-based targeting added another layer, ensuring the campaign connected with people visiting campus.

Engaging Creative Across Every Channel

02

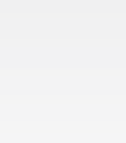
BYU partnered with StackAdapt's Creative Studio to design high-quality, seasonally refreshed animated assets tailored to each audience. The creatives highlighted initiatives such as Alzheimer's research and global community projects, bringing the university's impact to life in every ad.

These creatives ran across display, native, video, audio, CTV, and DOOH, keeping the message consistent no matter where the audience engaged. Premium ad inventory was guaranteed through curated domain lists, keeping BYU's message in high-value environments.



\$20 CPM

on CTV, delivering cost-effective premium inventory.



\$5 CPE

driven by engaging creative formats that encouraged interaction.



\$0.20

Lowest CPC achieved, with an average of \$0.52.

Outcomes

Driving Awareness and Positive Brand Lift

With campaigns running year-round, BYU and StackAdapt continually monitored performance and optimized in real time.

Bid strategies balanced efficiency with scale, pixel tracking uncovered how audiences behaved, and engagement measurement revealed how creative performed across channels. A StackAdapt Brand Lift Study confirmed the results: BYU achieved a 300% lift in CTR and tripled brand awareness year over year.



300%

increase in CTR across all active campaigns, outperforming industry benchmarks.



3X

increase in brand awareness year over year, as measured by StackAdapt's Brand Lift study.

Building on Momentum

BYU tripled brand awareness by combining precise targeting with creative that resonated across every channel. With StackAdapt, they're ready to build on that success, sharing their research more widely and deepening connections with employers nationwide.

