

# Reach Solutions

Nottingham College | Programmatic Case  
Study

[www.nottinghamcollege.ac.uk](http://www.nottinghamcollege.ac.uk)

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# CAMPAIGN OVERVIEW

Reach Solutions and its regional newsbrands partnered with **Nottingham College** to run an integrated campaign across multiple platforms in the **East Midlands**, including websites, mobile apps, social channels and newspaper titles.

Nottingham College's **primary objective** was to encourage students to apply for courses as well as raise awareness of the college and courses to young school leavers finishing their GCSEs and young adults looking for further education.

**Industry:** Education

**Marketing Objectives:**

- To encourage students to apply for courses.
- Raise awareness of the college and courses to young school leavers finishing their GCSEs and young adults looking for further education.

**Campaign Schedule:** 3 months

**Target Locations:** East Midlands | Reach Network [UK]

**Target Audiences:**

- Parents | Become a champion for us in the household.
- Students | Introduce them to Nottingham College & encourage applications.



# SOLUTION & RESULTS

We used our suite of commercial products, driven by our unrivalled reach, to meet the client's needs and objectives. The campaign proposal included the following elements:

**Programmatic Advertising** | Using the audience segmentation based on behaviour and affinity traits we can ensure that a brand is positioned to reach the right people. This data is then used to deliver accountable and transparent campaigns focused on ROI.



## PROGRAMMATIC DISPLAY

**3,899,767 Impressions**

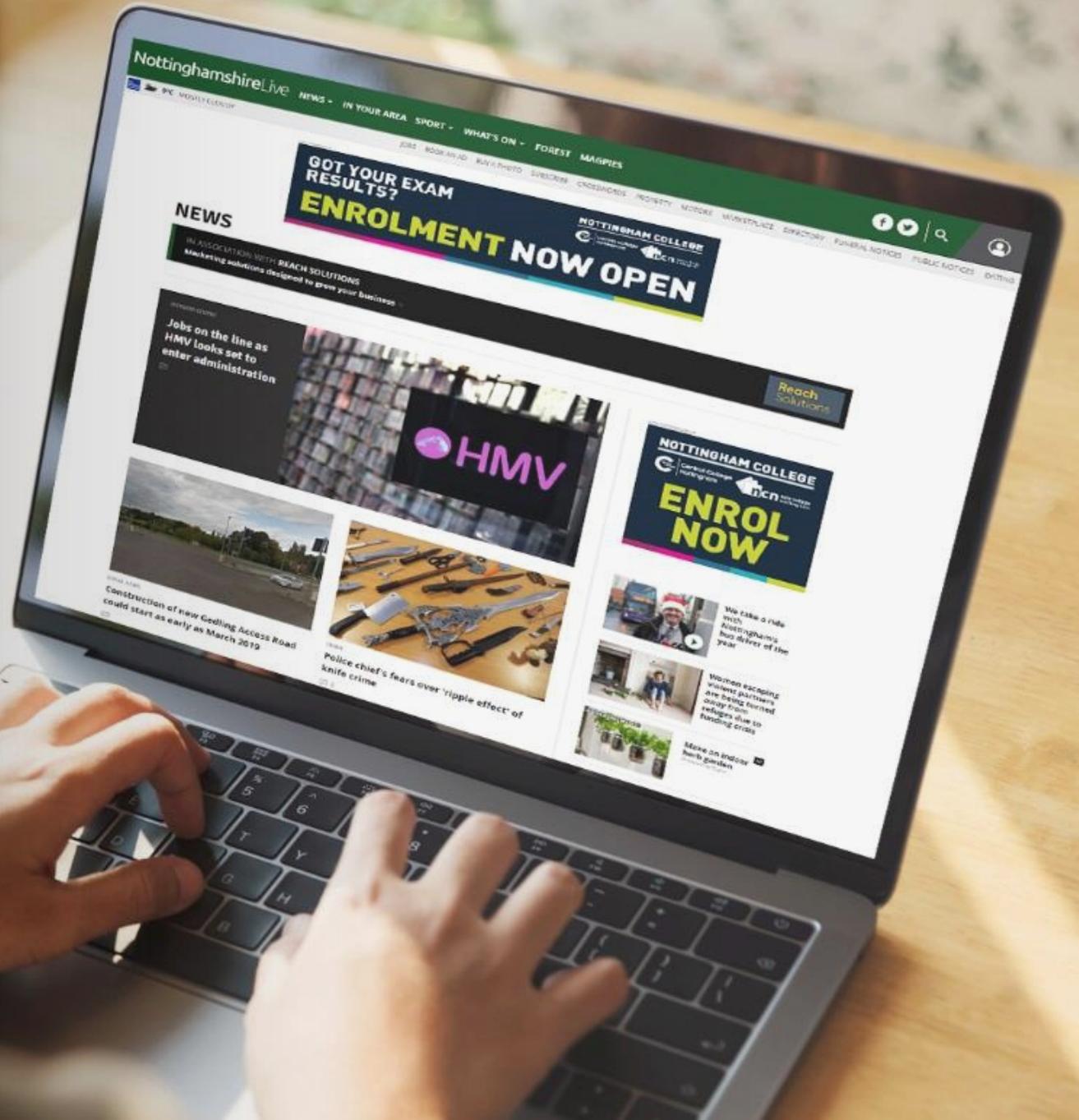
**2,361 Clicks**

**0.06% CTR**

**695 Hard Conversions**

**7,883 Soft Conversions**

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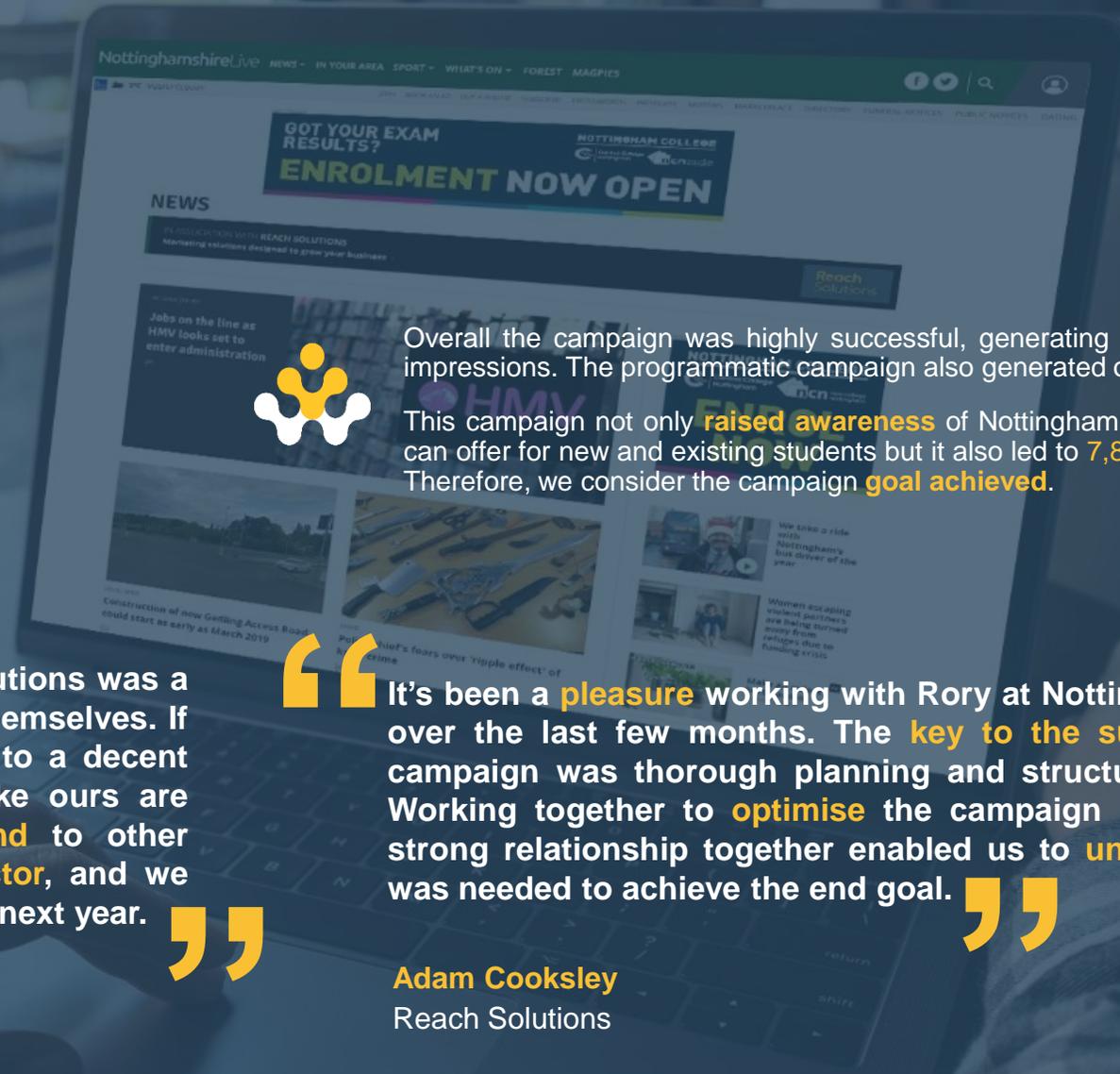
# SOLUTION & RESULTS

Conversion Type	Total Conversions
1. Apply Now	2,813
2. Sign In	2,350
3. Contact Us	1,905
4. Download Course Guide	815
5. Application Complete	695

“ The campaign we worked on with Reach Solutions was a **resounding success**. The results speak for themselves. If you are able to do it properly, and commit to a decent period of time and budget, then results like ours are achievable. We would **definitely recommend** to other businesses, especially in the **education sector**, and we are already planning our campaign with them next year. ”

**Rory McArdle**  
Nottingham College

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Overall the campaign was highly successful, generating a total of **3,899,767** impressions. The programmatic campaign also generated over **2,361** clicks.

This campaign not only **raised awareness** of Nottingham College and what it can offer for new and existing students but it also led to **7,883** soft conversions. Therefore, we consider the campaign **goal achieved**.

“ It’s been a **pleasure** working with Rory at Nottingham College over the last few months. The **key to the success** of this campaign was thorough planning and structured meetings. Working together to **optimise** the campaign and forming a strong relationship together enabled us to **understand** what was needed to achieve the end goal. ”

**Adam Cooksley**  
Reach Solutions

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