HOW IT WORKS

GHOST
TARGETED MARKETING

You already know what your interested target applicant looks like.
We just help identify those who are interested in your school that you don't know about yet, and help you get your marketing message directly to them.

#1
Interested prospective students visit your website everyday to consider your school's academic programs but do so anonymously

#2
We identify their device and track what content they view on your site

#3
We pinpoint the household to which the device belongs

#4
We filter results on multiple variables to match with your ideal target segment

#5
We build more precise audiences, making it possible to saturate them with your brand.

#6
We prepare your content In multiple formats (Direct Mail, Video, Digital Ads)

#7
Your marketing content is delivered, enveloping your targets' homes and devices with your brand over consecutive months

#8
Campaign metrics monitored in real-time and adjusted for optimal performance

#9
More students enroll in your college.