



Colleges & Universities Enroll in OOH

The competition for tuition dollars is at an all time high as the US education market is set to surpass \$1.5 trillion by 2028¹. Spearheading this growth is the increased demand for digital tools and online classes, which enable institutions to cater to students on a global scale. OOH gives universities the ability to reach potential students in real-world contexts, strengthen brand awareness, and drive increased enrollment.



\$3.9 billion spent on advertising by universities and colleges in 2021¹

46%

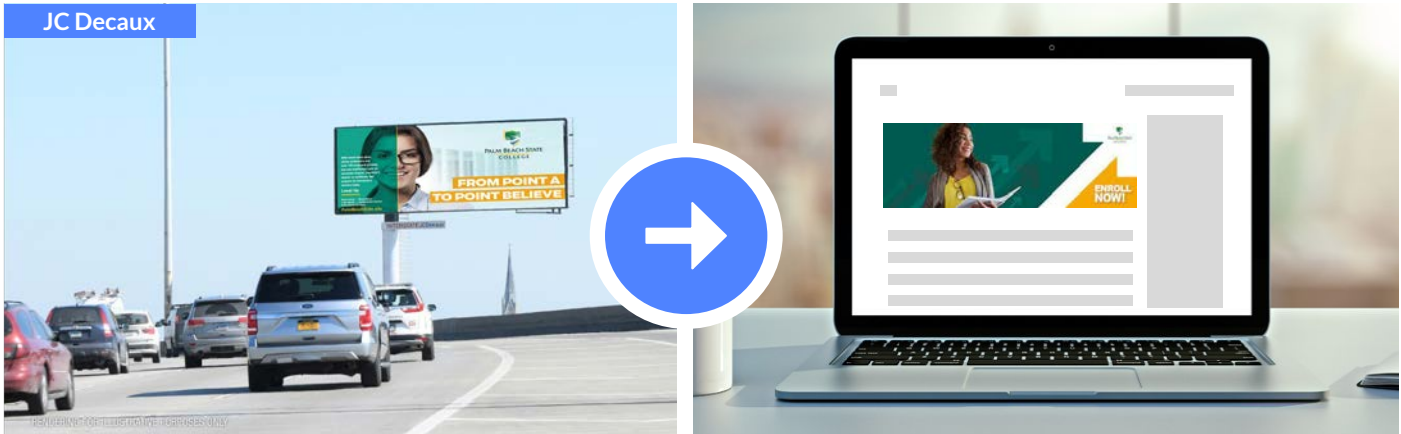
of 18-24 year old use online ad blockers², reducing the likelihood of reaching them online

63% of high school (or equivalent) graduates go on to postsecondary study³

77%

of consumers in cities of 1M+ population have recently engaged with an OOH ad⁴

Unify messaging with educational marketing efforts on other channels

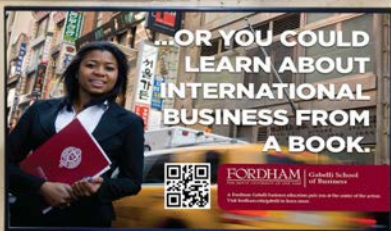


- Retarget viewers with various brand narratives
- Push exposed IDs to a 3p for a campaign running in your DSP via 3p creative trackers

Engage with younger generations prospecting universities and older generations interested in continued education with Place Exchange's wide array of inventory

- Include QR codes across eye-level screens to encourage interaction with your messaging
- Position your brand in and around retailers that attract younger generations looking to explore higher education
- Target professionals interested in continued education across office environments

Captivate



Simon Malls

