

Study Intent

Your Innovative Data-Led Partnership



Industry challenges



• Increased Competition:

Higher education institutions face fierce competition from domestic, international, online, and alternative education providers; differentiation is essential.

• Changing Student Expectations:

Students now demand flexibility, support, and technology integration, requiring higher education institutions to adapt marketing strategies to meet these needs.

• Digital Transformation and Engagement:

Higher education institutions must navigate digital platforms, optimise user experience, and utilise emerging tech.

• Budget Constraints and Resource Allocation:

Financial pressures limit marketing budgets; higher education institutions should prioritise initiatives and allocate resources strategically for optimal outcomes.

Find and attract more students – more often

Crimtan and Times Higher Education

launch Student Intent, the world's largest pool of prospective students to target through dynamic advertising.

Our unique partnership empowers establishments to connect globally with students embarking on their HE journey through rankings and uni insights.

✓ **15,000,000+** Unique student visitors to THE's website every year

✓ Global reach of **167 countries**

✓ **400,000+** database of prospective students registered in the past 18 months



We build your bespoke dynamic creative that is fully compliant

Dynamic Creative

We help you build the right message using dynamic creative.

1. Create the right message with content relevant to what the user is searching for.
2. Localise your ad copy to ensure your message reaches global audiences in the correct language.
3. Create unlimited ad variations to test and find the version that drives the highest engagement.
4. Compare which ad variation works best.

ActiveID

ActiveID is your passport to cookieless programmatic advertising, built to power your reach and measure audiences anywhere in the world, across all browsers and digital channels.

Global privacy laws are tightening, and failure to comply puts your brand at risk. ActiveID is built privacy-first, giving you confidence that every audience is collected, activated, and measured compliantly – anywhere in the world.

Results

A proven combination to help you achieve your required outcomes.

150% Higher CTR than lookalike targeting

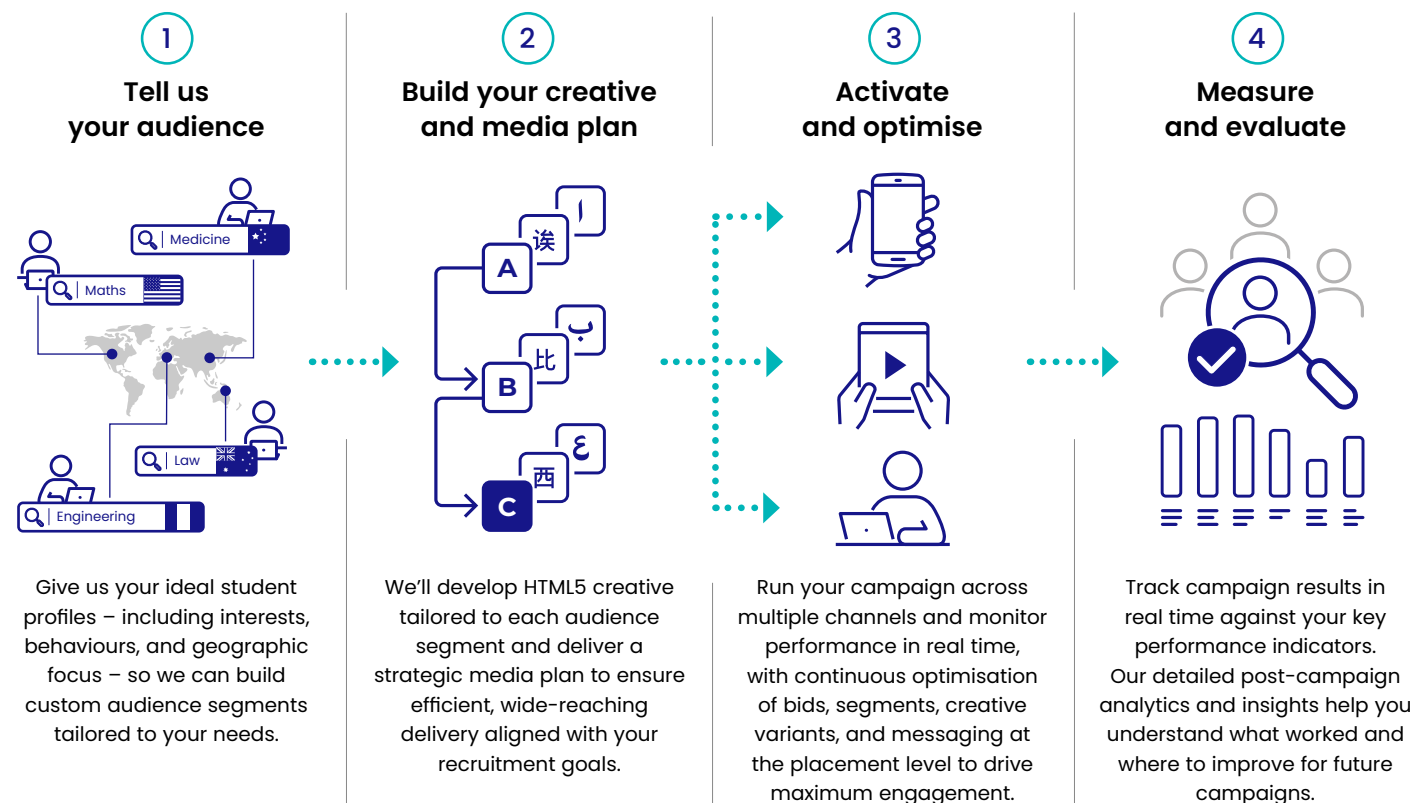
88% Lower CPA than contextual targeting

59% Lower CPA than 3rd party targeting

Successful lead generation campaigns for universities and higher education institutions globally



How it works:



Success Story

Challenge

A London-based university partnered with Crimtan to execute a Dynamic Creative Optimisation (DCO) campaign to support their Clearing efforts.

The primary objective was to drive applications through a dedicated landing page, while also evaluating the combined impact of Times Higher Education (THE) data on campaign effectiveness.

The key KPIs were the number of unique visits to the landing page, click-through rate (CTR), and engagement with the creative.

Approach

Crimtan built and executed the campaign using DCO, tailoring ad content in real time based on user interest, context, and language.

The campaign leveraged THE data to create:

- 20 bespoke target audiences showing strong intent signals for the courses on offer
- Targeting across five geographical regions demonstrating high demand
- Multiple formats and channels for delivery

Ads were delivered programmatically across digital channels, driving traffic to a dedicated landing page encouraging university applications during the clearing period.

Results

- THE powered audiences delivered a **150% higher CTR** than contextual cohorts
- Overall CTR exceeded the pre-agreed benchmark by **33%**
- Programmatic activity generated applications at a **23% lower CPA** than generic Google search campaigns

Ready to make an impact?

Crimtan offers **FREE listening campaigns** to help you uncover valuable **data-driven audience insights**. We will suggest budgets and a tailored campaign plan.

 Email: studyintent@crimtan.com to get started.