Audience Select

Audience Select is the most precise Display advertising for higher education—and it's only available through Carnegie Dartlet. We deliver unprecedented targeting by leveraging academic achievement–oriented data from our proprietary CollegeXpress database, layered with 700 different data points, including:

+ Geography
+ Ethnicity
+ Household income

This technology allows you to pinpoint your target audiences then tailor Display messaging to the students, households, and areas that are the best fit for your institution. No other digital strategy in undergraduate recruitment marketing combines our academic achievement intelligence and household demographic data to home in on audiences with this level of precision.

Audience Select offers a turnkey Online Display approach that delivers an immediate impact on:

+ Brand awareness
+ New market expansion
+ Top-of-funnel messaging