NET NATIVES + VT VIRGINIA TECH

Your Presenters

NET NATIVES

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Senior Account Director

Gus Bolognesi
Director of Growth

Kortney Santilli
Client Success Director

Cem Topcam
Head of Content and Copy

VIRGINIA TECH

NET NATIVES

Connect the entire student enrollment journey

POWERED BY DATA, CREATIVITY & TECHNOLOGY

Est. Brighton, UK, 2008
BTN
NYC
Est. New York City, 2016

A Trusted Partner

NET NATIVES

No “One Size Fits All” Partnership

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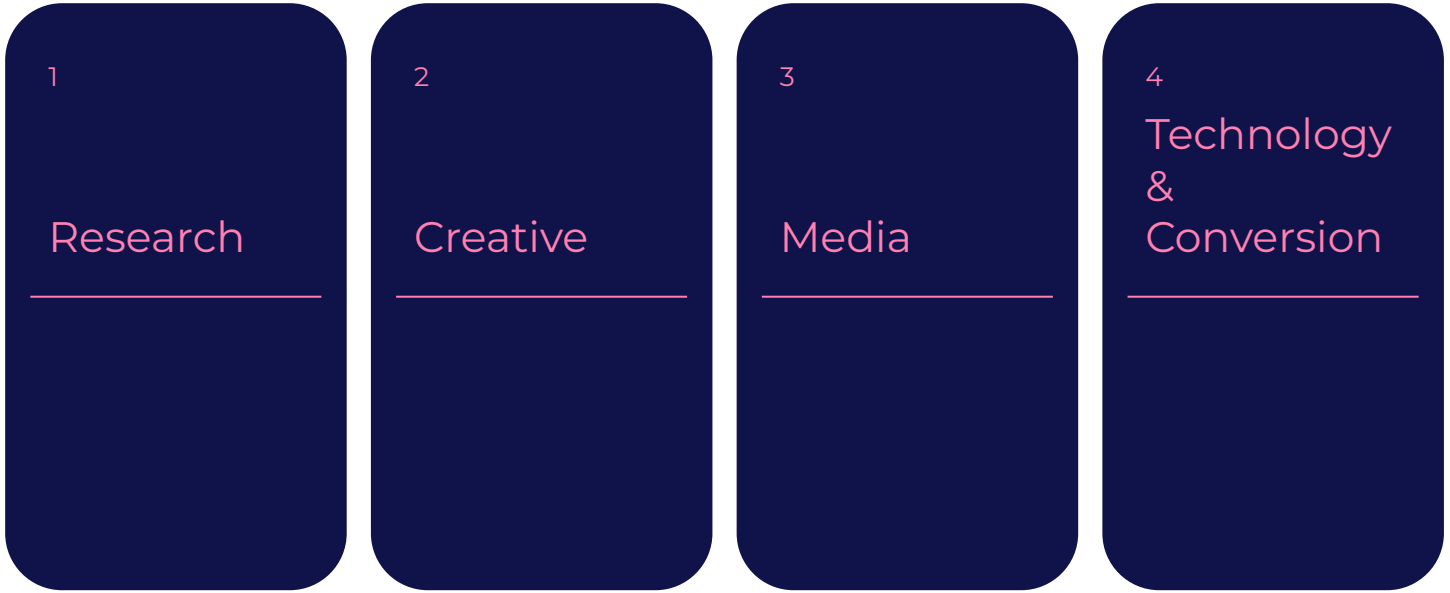
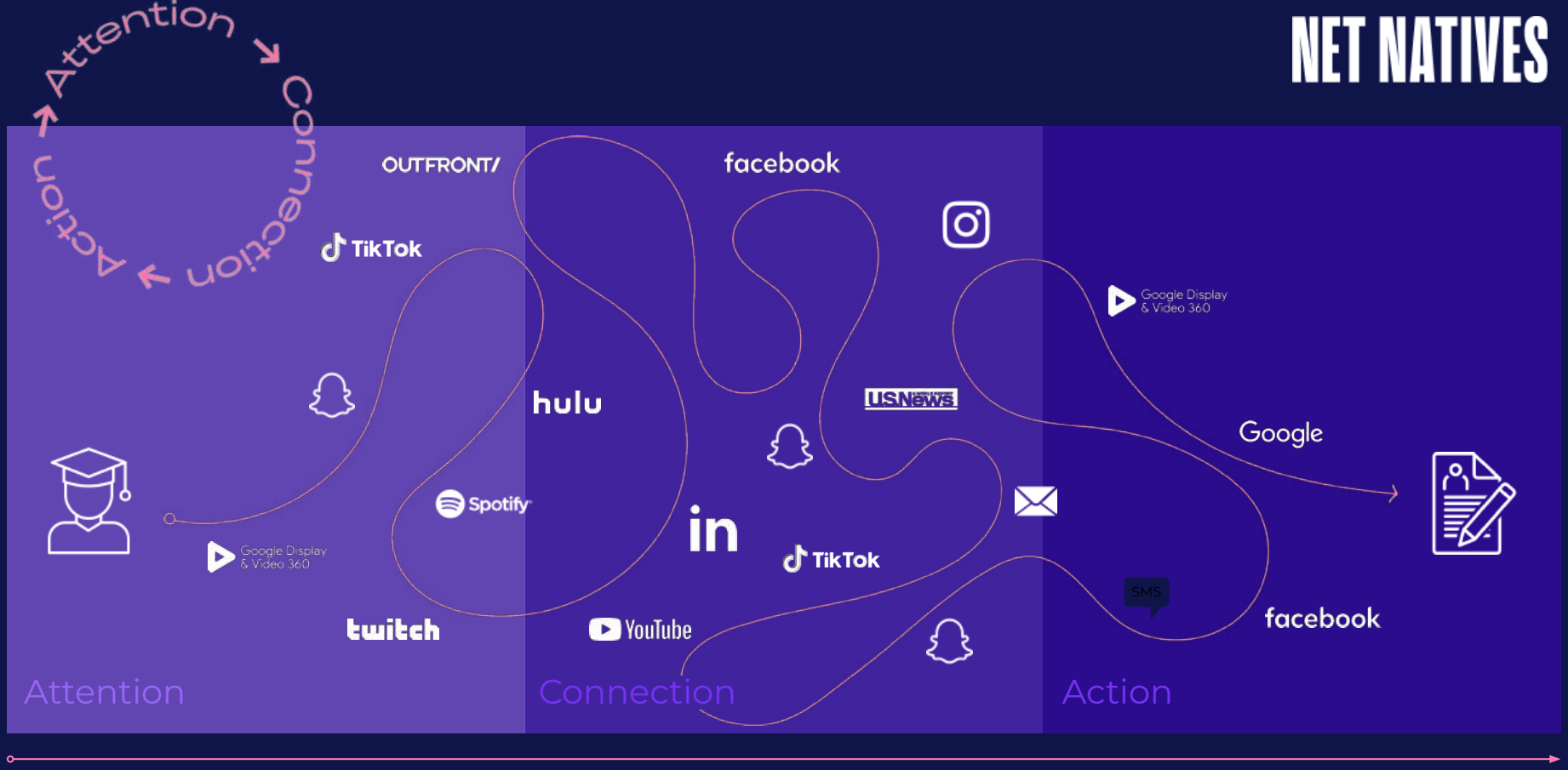


NET NATIVES


Attention
Connection
Action
OUTFRONT/
TikTok
Google Display & Video 360
Spotify
twitch
hulu
facebook
YouTube
in
TikTok
USNews
Google Display & Video 360
Google
SMS
facebook
Attention
Connection
Action

How do you **measure** and **make sense** of so much data?

Advertising

- Impressions
- Clicks
- Click Through Rate (CTR)
- Cost Per Click (CPC)
- Impression Share
- Reach
- Frequency
- View-Through-Conversion
- Engagement Rate
- View Rate
- Cost Per View (Cpv)
- Negative Keyword Impact
- Ad Relevance Score
- Search Overlap Rate
- Custom Conversions
- Hook Rate

Web

- Top Exit Pages
- CTR
- Conversion Rates
- Goal Completions
- Events
- New Vs Returning Visitors
- Device Type
- Geographic Locations
- Site Speed
- Active Users,
- Sessions
- Users
- Pageviews
- Pages Per Session
- Avg Session Duration
- Dwell Time
- Bounce Rate
- Exit Rate
- Traffic Sources
- Top Landing Pages

Student

- Leads
- Lead Status
- Matriculation Status
- Course Applied
- Course Enrolled
- Conversion Rates
- Lead Activity Source
- Cost Per Enrollment By Source
- Time To Apply
- Student Lifetime Value
- Student Retention Rate,
- Inquiry Follow Up Rate
- Lead Score
- Form Abandonment Rate
- Stealth Applications

akero

Bringing it all together

Akero Campaigns

Google Meta hulu +

- Impressions
- Clicks
- Click Through Rate (CTR)
- Cost Per Click (CPC)
- Impression Share
- Reach
- Frequency
- View-Through-Conversion
- Engagement Rate
- View Rate
- Cost Per View (Cpv)
- Negative Keyword Impact
- Ad Relevance Score
- Search Overlap Rate
- Custom Conversions
- Hook Rate

Akero Clarity

Google Analytics 4

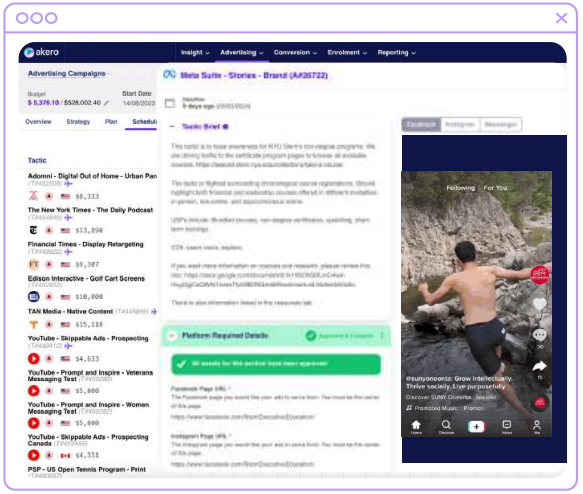
- Top Exit Pages
- CTR
- Conversion Rates
- Goal Completions
- Events
- New Vs Returning Visitors
- Device Type
- Geographic Locations
- Site Speed
- Active Users,
- Sessions
- Users
- Pageviews
- Pages Per Session
- Avg Session Duration
- Dwell Time
- Bounce Rate
- Exit Rate
- Traffic Sources
- Top Landing Pages

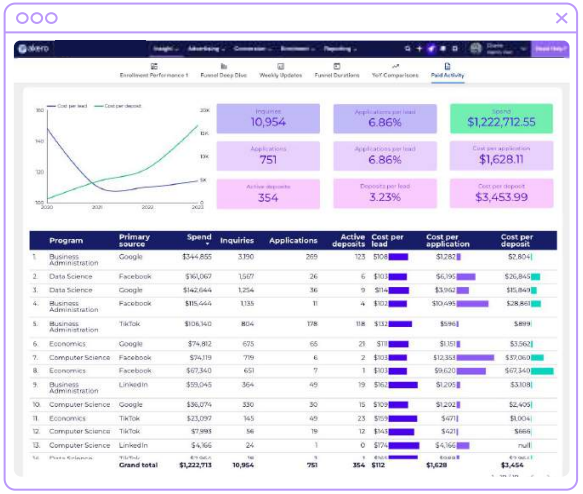
Akero Connect

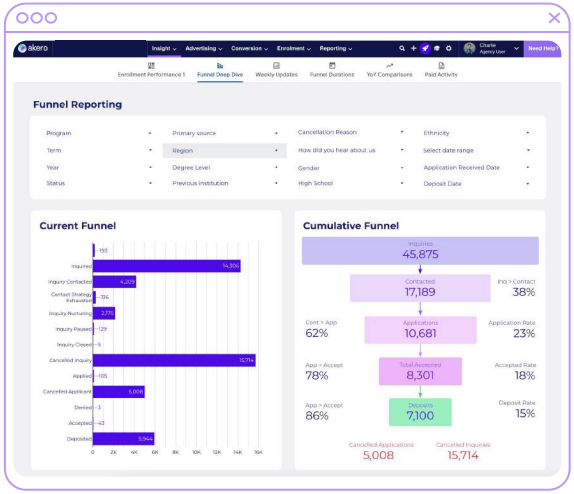
slate

- Leads
- Lead Status
- Matriculation Status
- Course Applied
- Course Enrolled
- Conversion Rates
- Lead Activity Source
- Cost Per Enrollment By Source
- Time To Apply
- Student Lifetime Value
- Student Retention Rate,
- Inquiry Follow Up Rate
- Lead Score
- Form Abandonment Rate
- Stealth Applications

The **partnership hub** connecting marketing and admissions with a single source of truth







→ Campaign **planning** and **reporting**

→ Powerful **data** and **measurement** tools

→ Visualize **true ROI** on ad spend

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01 Understand

Higher Education Marketing Survey (HEMS)

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Scan the QR code
to join the survey

Question 1: More than half of higher education enrollment marketing teams track cost per lead (CPL).

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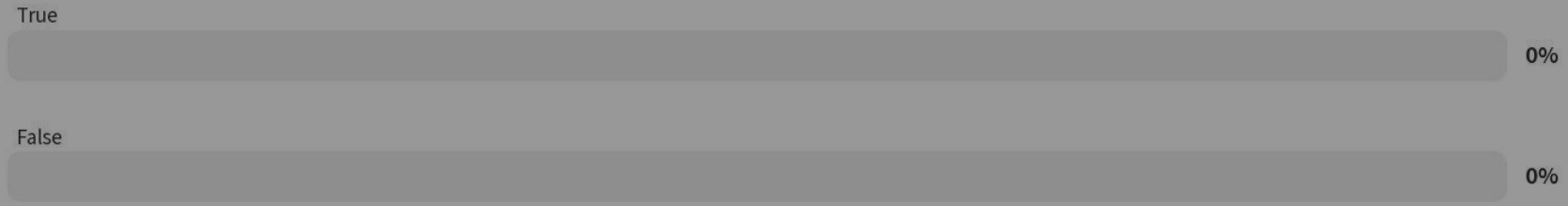

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

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Question 1: More than half of higher education enrollment marketing teams track cost per lead (CPL).

FALSE

Question 2: Students value location over facilities.

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True

0%

False

0%

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

NET NATIVES

Question 2: Students value location over facilities.

FALSE

Question 3: Costs, funding and scholarships is the number one factor influencing decision making about where to study.

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True

0%

False

0%

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

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Question 3: Costs, funding and scholarships is the number one factor influencing decision making about where to study.

TRUE

Question 4: US colleges and universities are focusing on growing undergrad population within their student body?

NET NATIVES

True

0%

False

0%

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

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Question 4: US colleges and universities are focused on growing undergrad populations within their student body.

FALSE

How we leverage data to drive growth

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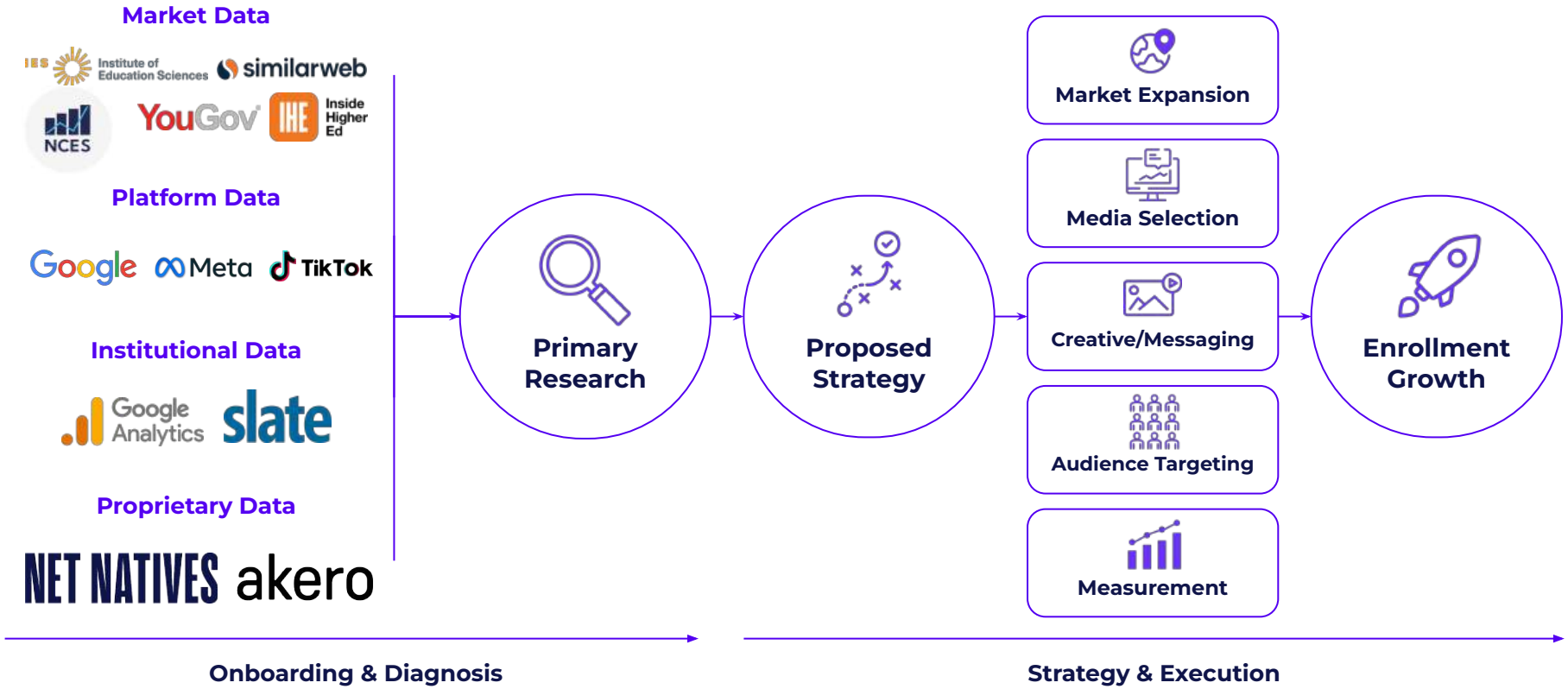

COLUMBIA SPS
School of Professional Studies

Case Study:

Market Positioning

COLUMBIA SPS
School of Professional Studies
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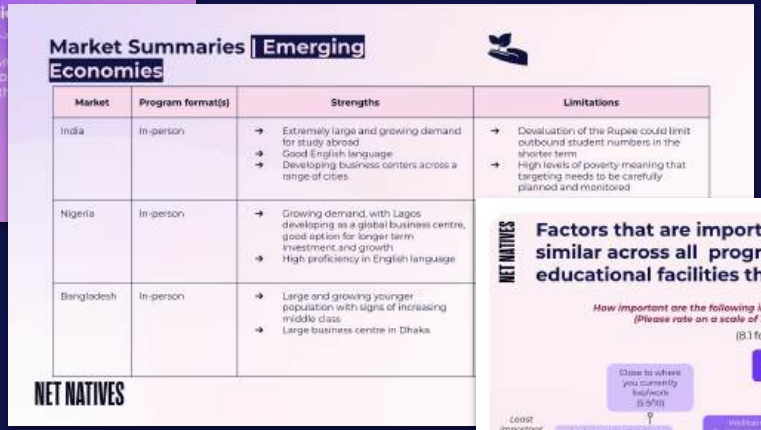
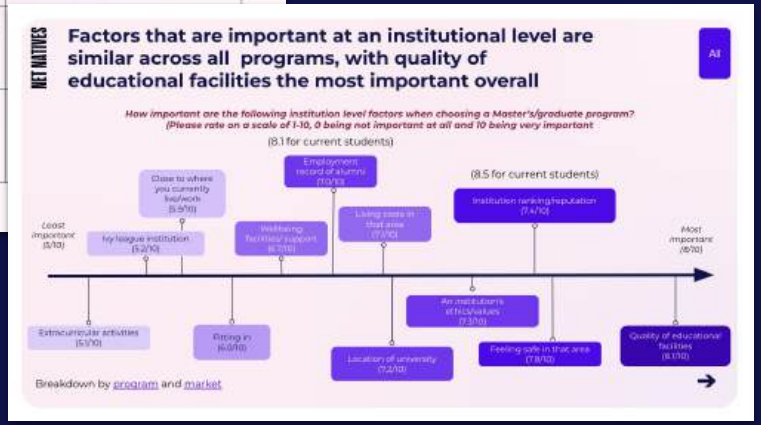
Audience identification



Market prioritization with action plan

- Protect & grow
- Emerging
- Test & learn



Audience understanding

Research-informed strategy & creative

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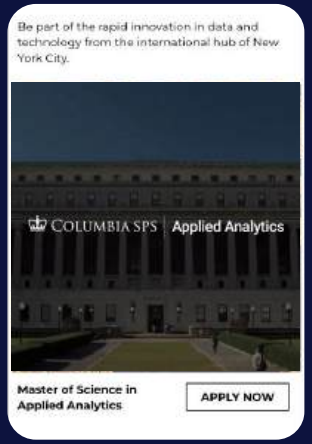

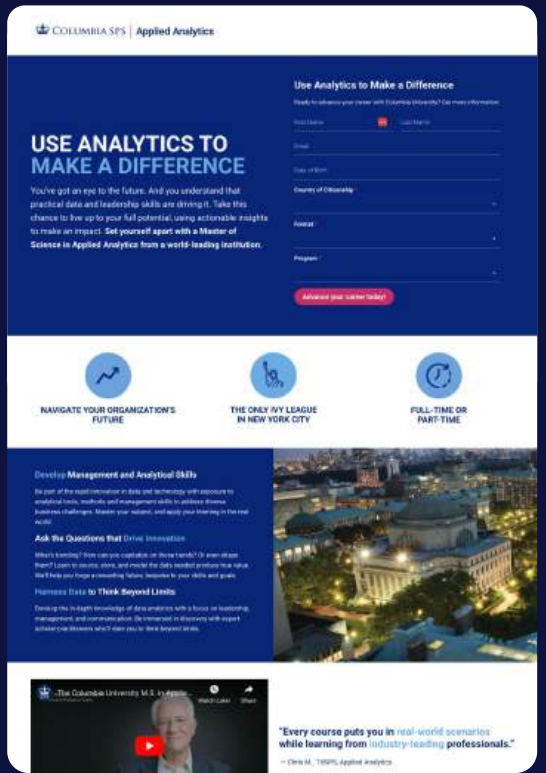

Overall Results

-42%
CPL YoY

3X
Target Lead Volume

30+
Countries in Market

Program Specific Results

9%
Increase in Applications

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02 Attract

Award-Winning Creative

LEAVEY SCHOOL
OF BUSINESS
SANTA CLARA UNIVERSITY

SHOW
UP
WITH
SILVER

NYU | SILVER

NYU | SILVER SCHOOL OF SOCIAL WORK

MONTCLAIR
STATE UNIVERSITY

Carnegie Mellon University
integrated innovation
institute

A E

R_SE

INDIANA STATE UNIVERSITY

INDIANA STATE UNIVERSITY

WE'RE ALL IN FOR YOU

Creative Examples | **Attention**

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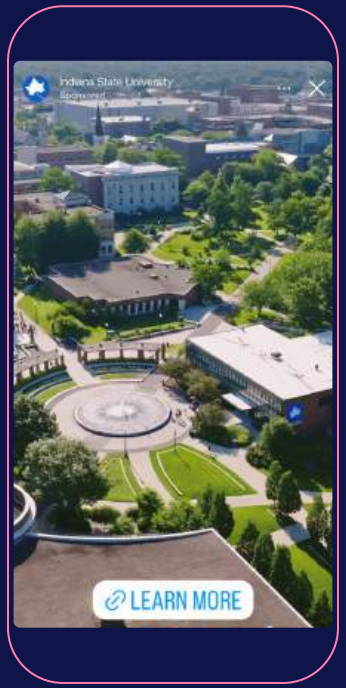

Creative Examples | **Connection**

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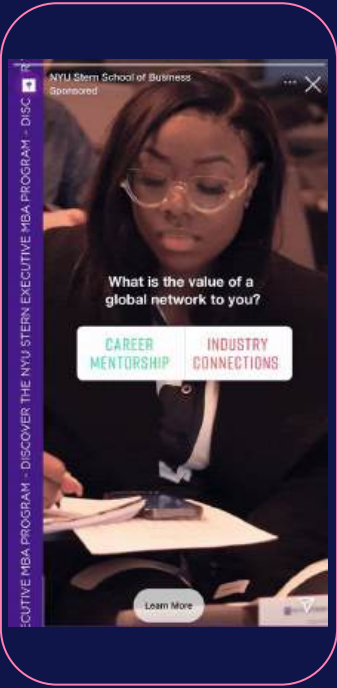

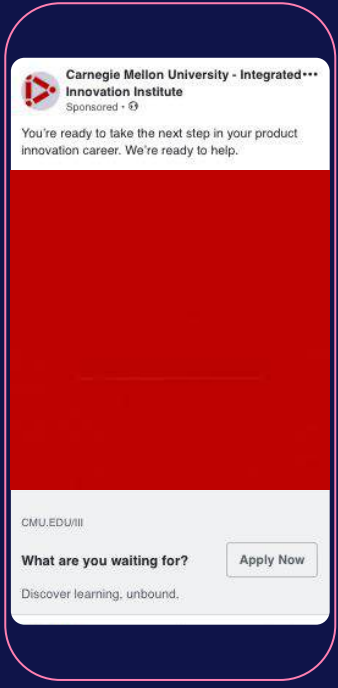

Creative Examples | **Action**

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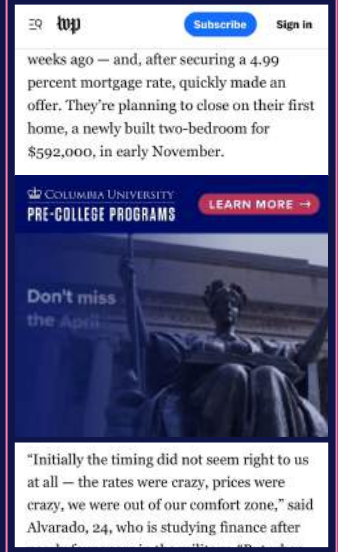

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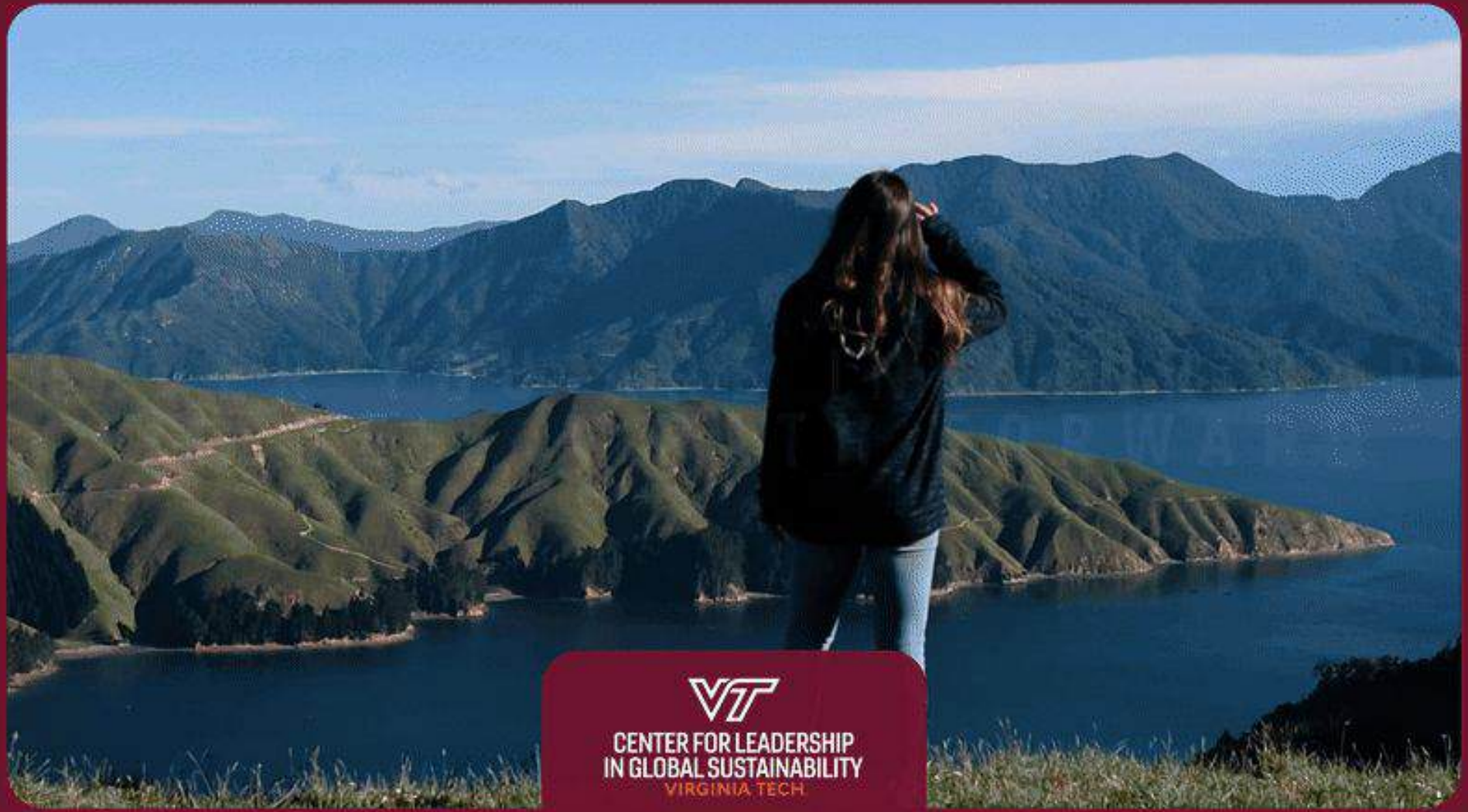
+
CENTER FOR LEADERSHIP
IN GLOBAL SUSTAINABILITY
VIRGINIA TECH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IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

Inspiration

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COLORS

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VIRGINIA TECH

XMNR — Sustainable Teal

OMNR — Vibrant Turquoise

Combo #3eadaa — BRAND

Light Text #064c48

Dark Text #000000

Texture #064c48

TEXTURAL GRAPHICS

SQUARE DOT PATTERN

GLOBAL ENERGY RINGS

GRADIENTS

TYPOGRAPHY

HEADLINE
GINESO CONDENSED BOLD

HEADLINE
GINESO CONDENSED REGULAR

Body
Gineso Condensed Regular

Body
Gineso Condensed Bold

LEARN MORE →

ACHERUS GROTESQUE BLACK

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CAN'T WAIT TO CHANGE THE WORLD? NEITHER CAN WE

Attention

Complex problems call for skilled, adaptive leadership.

At Virginia Tech's Center for Leadership in Global Sustainability, we prepare professionals to address today's most pressing environmental challenges—with insight, integrity, and systems-level thinking.

This is where your career evolves, and your impact begins.

NET NATIVES

Connection

Choose from two Master of Natural Resources programs designed to help you lead in a time that demands greater clarity, collaboration, and courage. Focus on the global challenges that matter most to you—such as climate, biodiversity, energy, habitat, or the transition to more sustainable systems. Gain the skills and perspective to drive change with confidence.

Wherever you are in your career, there's a path forward. The Online MNR offers a flexible format that supports your goals, whether you're looking to deepen your resource management expertise, pivot to an environmental career, or build new leadership skills. The Executive MNR is a one-year, hybrid, cohort-based program for professionals ready to elevate their impact – including monthly immersive class weekends, with six held online and five held on campus in the Washington, D.C. area, and culminating in a unique Global Study field experience.

Both programs are grounded in applied learning, career development, and the belief that leadership is something you build through real experience, not just theory.

Action

Two paths. One shared direction: forward.

Whether you're new to environmental conservation or stepping up as a leader, we'll help you find the program that fits.

Take the next step toward impact at Virginia Tech's Center for Leadership in Global Sustainability.

Brand

CENTER FOR LEADERSHIP
IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

MASTER OF
NATURAL RESOURCES
ONLINE & EXECUTIVE
APPLICATIONS OPEN
CENTER FOR LEADERSHIP
IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

MASTER OF
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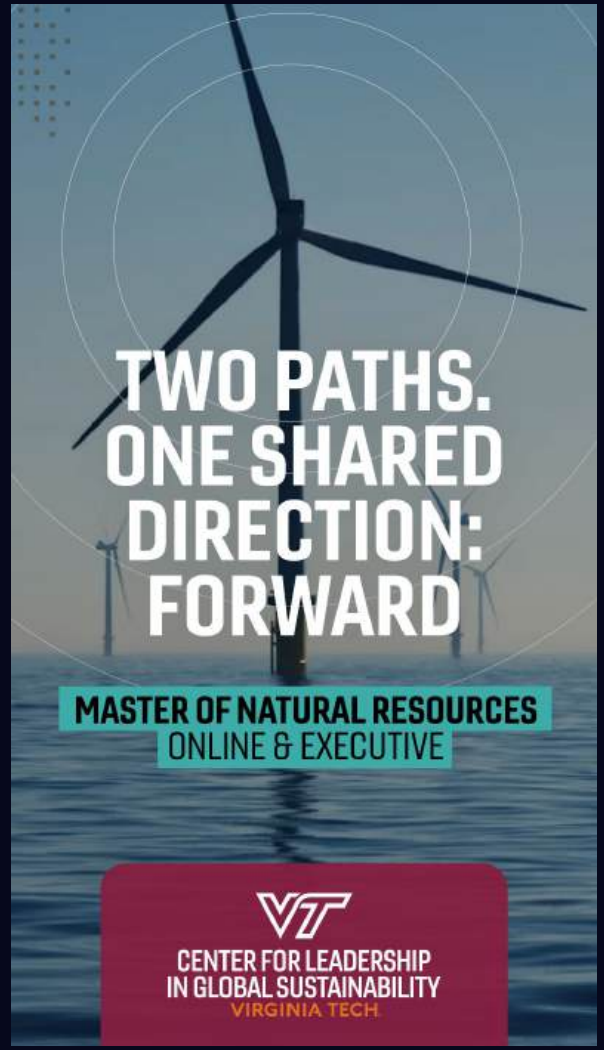
ONLINE & EXECUTIVE
APPLICATIONS OPEN
CENTER FOR LEADERSHIP
IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

GROW YOUR CAREER
AT VIRGINIA TECH
MASTER OF NATURAL RESOURCES ONLINE & EXECUTIVE
CENTER FOR LEADERSHIP
IN GLOBAL SUSTAINABILITY
VIRGINIA TECH


TWO PATHS.
ONE SHARED
DIRECTION:
FORWARD
MASTER OF NATURAL RESOURCES
ONLINE & EXECUTIVE
CENTER FOR LEADERSHIP
IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

This is where your career evolves, and your impact begins
MASTER OF NATURAL RESOURCES
ONLINE & EXECUTIVE
APPLY NOW
CENTER FOR LEADERSHIP IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

Virginia Tech University
Sponsored
CENTER FOR LEADERSHIP IN GLOBAL SUSTAINABILITY
VIRGINIA TECH
Learn More

NET NATIVES

OMNR
CENTER FOR LEADERSHIP
IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

ONLINE MASTER OF
NATURAL RESOURCES
APPLICATIONS OPEN
CENTER FOR LEADERSHIP
IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

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VIRGINIA TECH

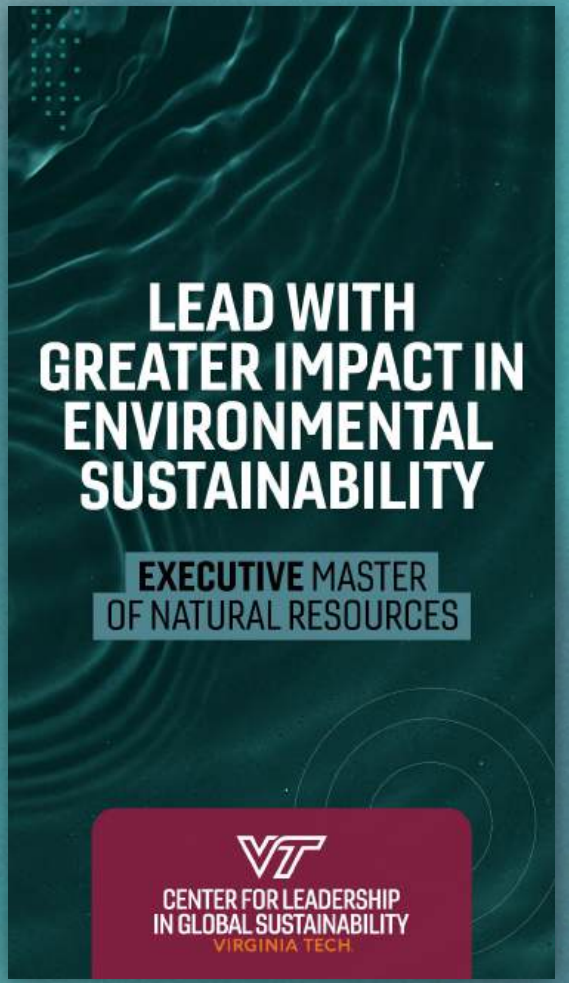
ONLINE MASTER OF
NATURAL RESOURCES
APPLICATIONS OPEN
CENTER FOR LEADERSHIP
IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

APPLY SYSTEMS THINKING
TO REAL-WORLD CHALLENGES
ONLINE MASTER OF NATURAL RESOURCES
CENTER FOR LEADERSHIP
IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

SHAPE A MORE
RESILIENT WORLD
ONLINE MASTER
OF NATURAL RESOURCES
CENTER FOR LEADERSHIP
IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

SHAPE A MORE RESILIENT WORLD
ONLINE MASTER OF NATURAL RESOURCES
CENTER FOR LEADERSHIP IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

TWO PATHS. ONE SHARED DIRECTION: FORWARD
MASTER OF NATURAL RESOURCES
ONLINE & EXECUTIVE
CENTER FOR LEADERSHIP IN GLOBAL SUSTAINABILITY
VIRGINIA TECH


LEAD WITH GREATER IMPACT IN ENVIRONMENTAL SUSTAINABILITY
EXECUTIVE MASTER OF NATURAL RESOURCES
CENTER FOR LEADERSHIP IN GLOBAL SUSTAINABILITY
VIRGINIA TECH

02 Reach

Full Scope Advertising Expertise

NET NATIVES

We've built **strong relationships with established and emerging platforms**, pioneering channels, formats and ad types for the higher ed sector globally since 2008.

Biddable & Search

Google · Meta · LinkedIn · TikTok · Snap Inc. · reddit

Brand & Direct Media

hulu · twitch · Spotify · NETFLIX · Disney+ · OUTFRONT

Specialist Media

U.S. News & World Report · The Chronicle of Higher Education · Poets & Quants · The New York Times · The Wall Street Journal WSJ

CTV

NET NATIVES

52MM paid subs
112MM ad supported subs, U.S.
Reaching ~50% of US households
Reference

56MM paid subs
37% ad supported subs in the U.S.
Reaching ~33% of US households
Reference

115MM total ad supported subs in the U.S.(monthly)
Reaching 80%+ of US Prime members/households
Reference

70MM ad supported subs, Global
30% Global paid members UCAN
70%+ of Netflix's ad-supported members watch 10+ hours p/m
Reference

81+MM ad supported subs, US
1.8% All US TV viewing
71% Unreacheable on LinearTV
62% prefer free, ad-supported streaming over paid subscriptions
Reference

1 in 3 US Roku households is Gen Z
85.5MM Active Global Users
41.5MM free -ad supported channels in the U.S.
Reference

52MM US Samsung Ads TV devices
350 free ad supported channels, US
Reference

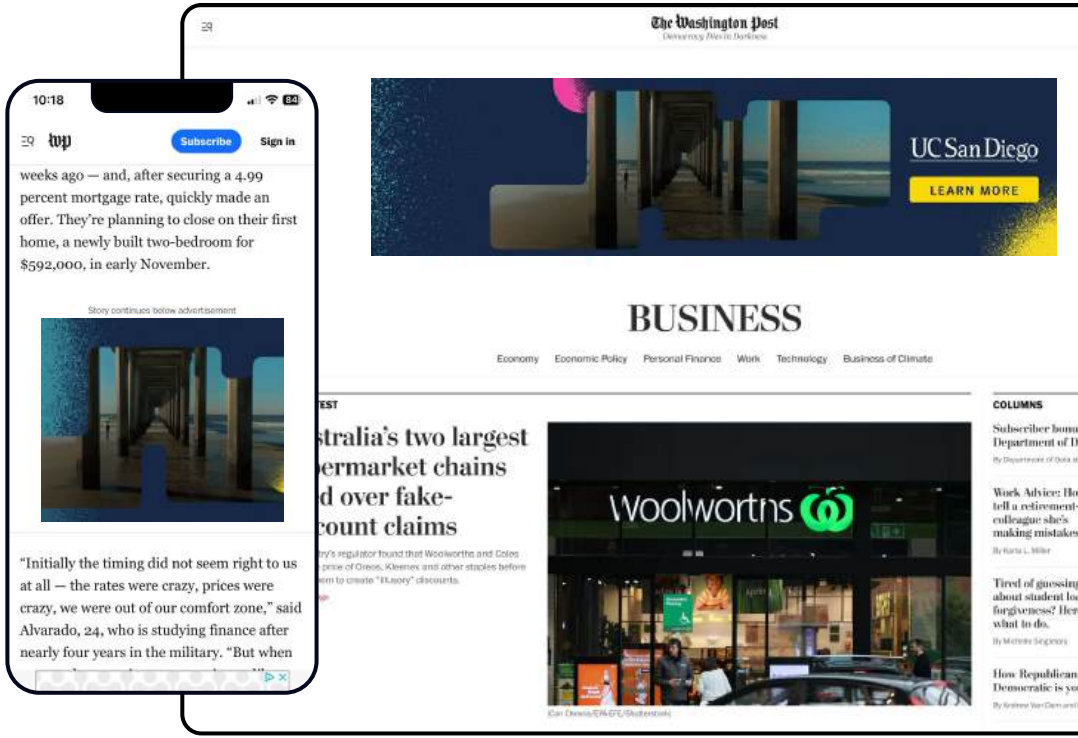
Brand Safe Media

NET NATIVES

Premium brand safe media, contextually targeted and curated for relevancy.

- Beats open market performance up to 10X
- Contextual cross-channel targeting
- 1st and 3rd party data driven audiences
- Core specialist segments
  - Undergraduate
  - Masters & MBA
  - Doctorate
  - Parents & Carers

FINANCIAL TIMES
Esquire
ESPN
Digital Spy.
Cycling
CNN



Sample Grad Media Plan

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This tier 3 sample media is a preliminary framework based on estimates. It should be viewed as a working draft, subject to refinement as more accurate data becomes available. Media allocations, projections, and timelines will be updated once full data access and budget are confirmed.

Attention

Budget %: 30%

Audience	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
Facebook / Instagram (Stories)												
YouTube (Skippable Ads)												
Geofencing (Display)												
I-395 OOH (Billboards)												
Reddit (Display)												
Hulu (Video)												
WAMU (NPR Radio)												

Connection

Budget %: 25%

Audience	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
Facebook/Instagram (Instant Experience)												
YouTube (Shorts)												
Instagram (Interactive Polls)												

Action

Budget %: 40%

Audience	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
Google / Bing Search Ads (SEM)												
Facebook/ Instagram (Lead Form)												
Meta (Automated Retargeting)				EA Apply	Reg App					Deposit		
Display Ads (Retargeting)				EA Apply	Reg App					Deposit		
Instagram (Countdown Ads)				EA Apply	Reg App					Deposit		

Audiences Legend:

- Brand Awareness
- Career changers/upskillers
- Program specific
- Retargeting

5%
Contingency funds

Student Journey, from Attention to Connection

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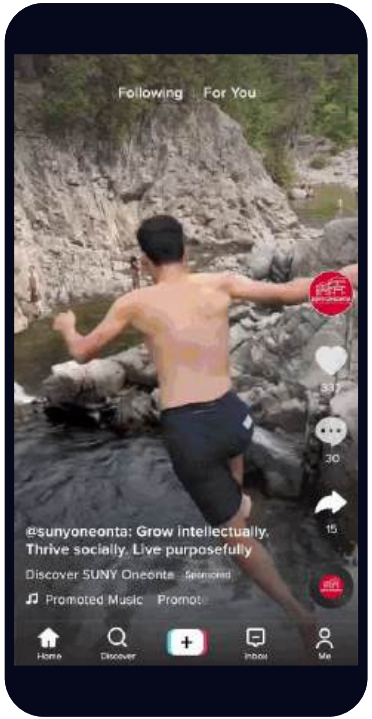
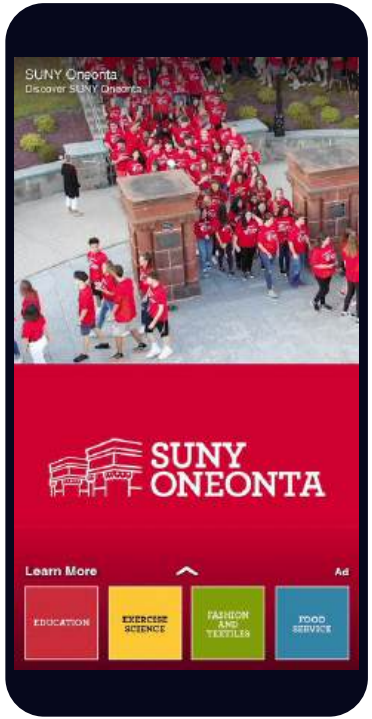


1

Attention

Instagram Reel

Malik, is watching Instagram Reels while he eats his breakfast. A reel from an institution in upstate New York pops up of a school he's heard of but doesn't know a lot about.



2

Connection

Meta

While checking notifications, a collection ad highlighting various post-grad subjects he is considering including school counseling.

Student Journey, from Attention to Action

NET NATIVES

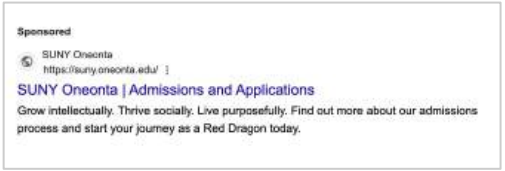
3

Attention

Outfront Billboard

The next Friday Malik is sitting in traffic and sees a billboard on I-787.

OUTFRONT



4

Action

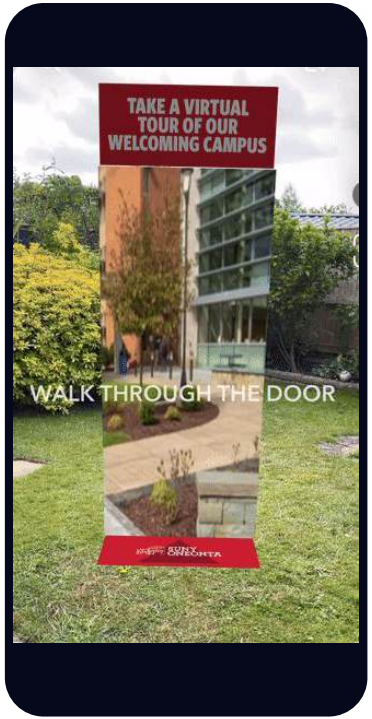
Google Search

After a long week at work, Malik on a lunch break Googles “SUNY Oneonta Grad Programs” to learn more about the admissions process.

Google

Student Journey, from Connection to Action

NET NATIVES



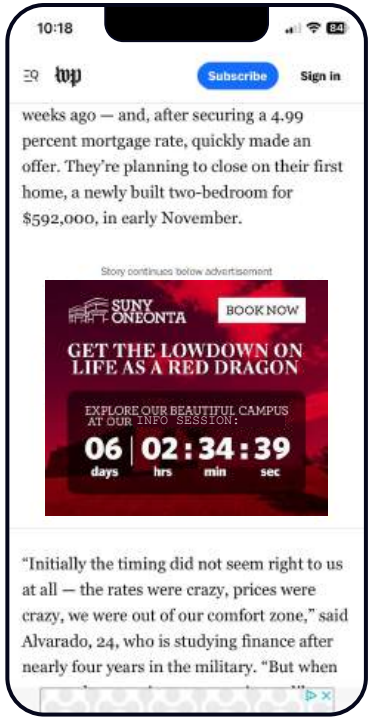
5

Connection

Spotify

While working out, Malik is looking for the perfect playlist when and unique video takeover ad appears in his Discover feed.

Spotify



6

Action

Display Retargeting

The next day Malik is reading an article on the Washington Post sees a countdown ad for an upcoming info session.

Display & Video 360

03 Technology

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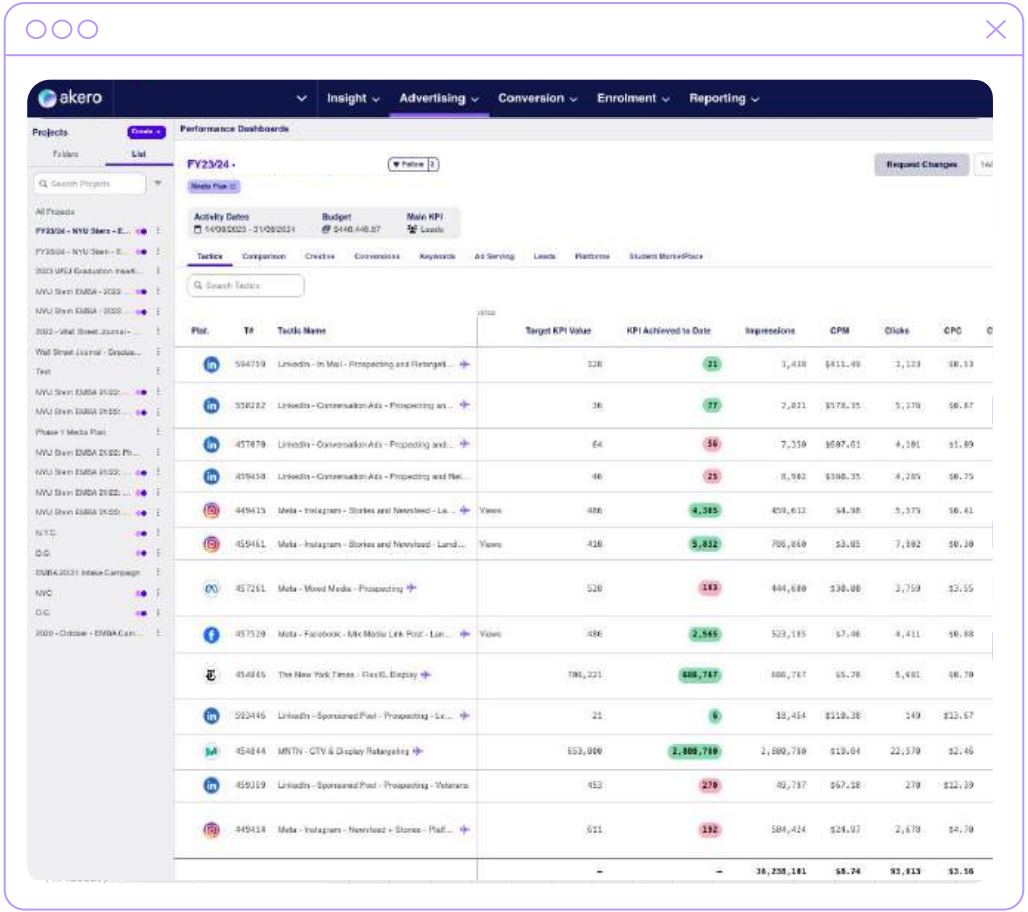
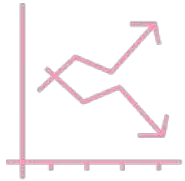
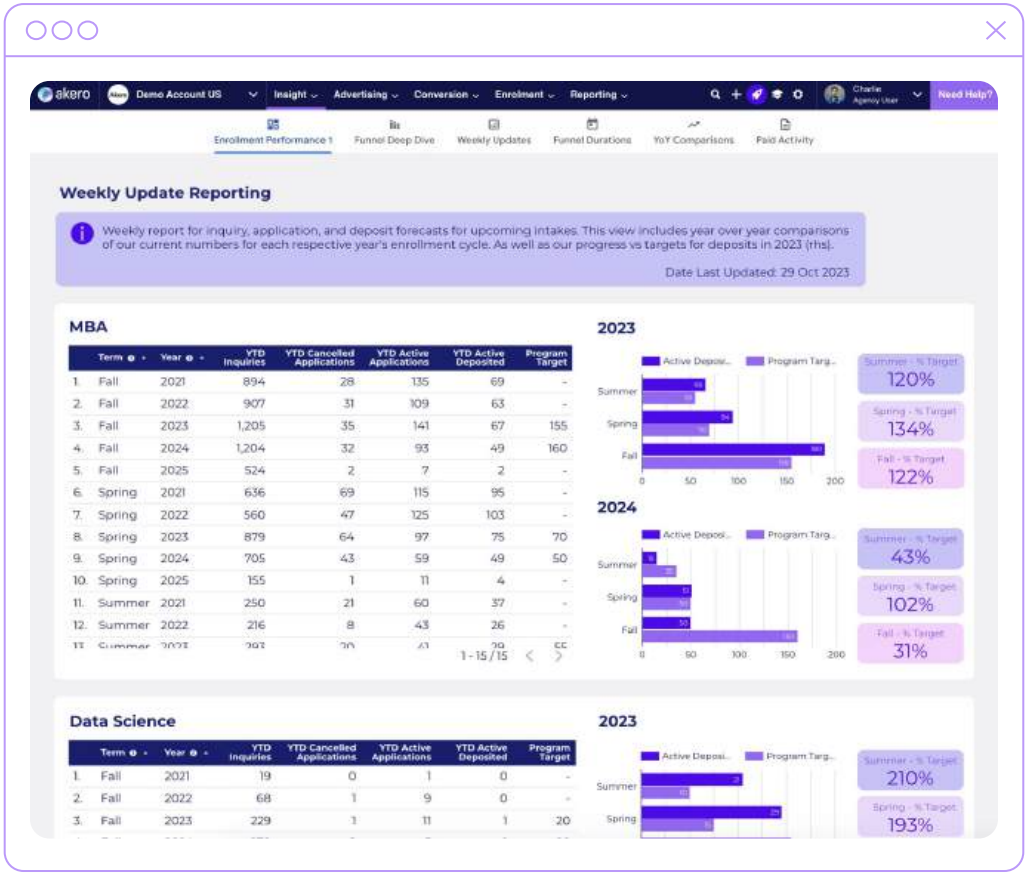
Launch
& Monitor



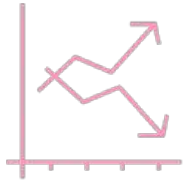
Live
Dashboards



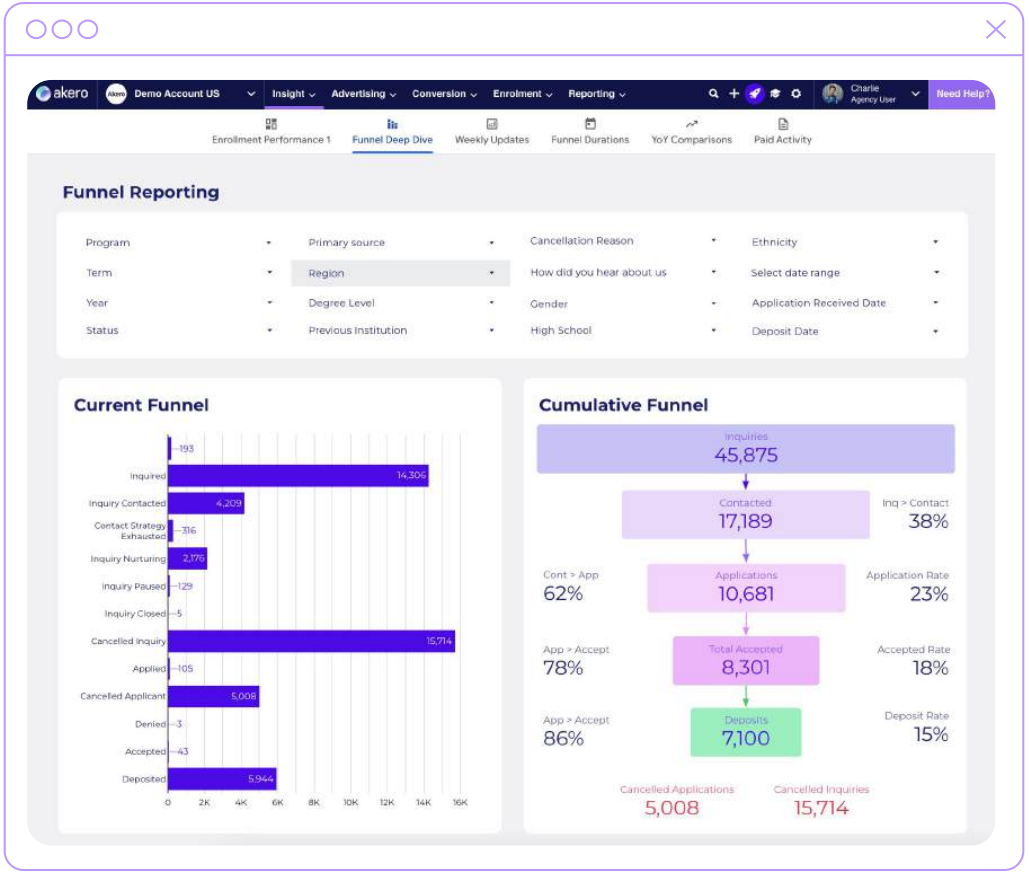
Report



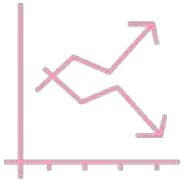
Performance against Cohort Targets



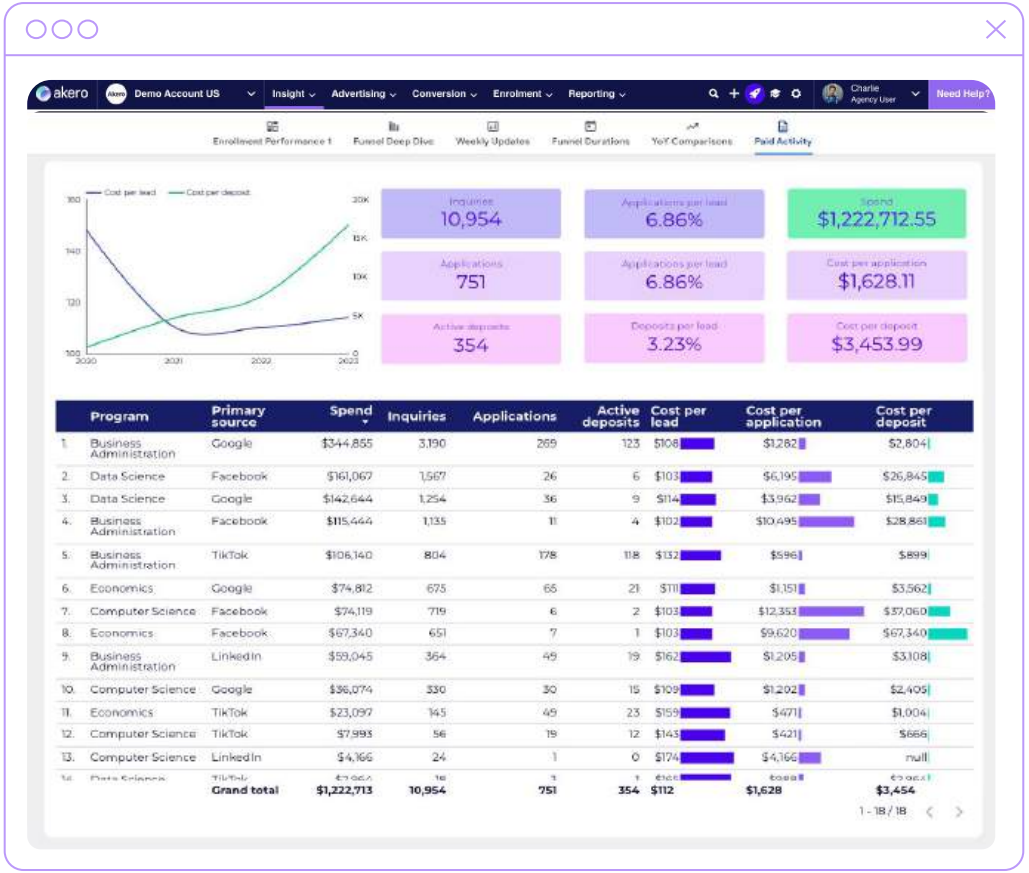
Measure



Slate Integration / Akero Connect



Measure



Cost of Acquisition & Budget Modelling

1

Create your own budgets with zero based marketing

2

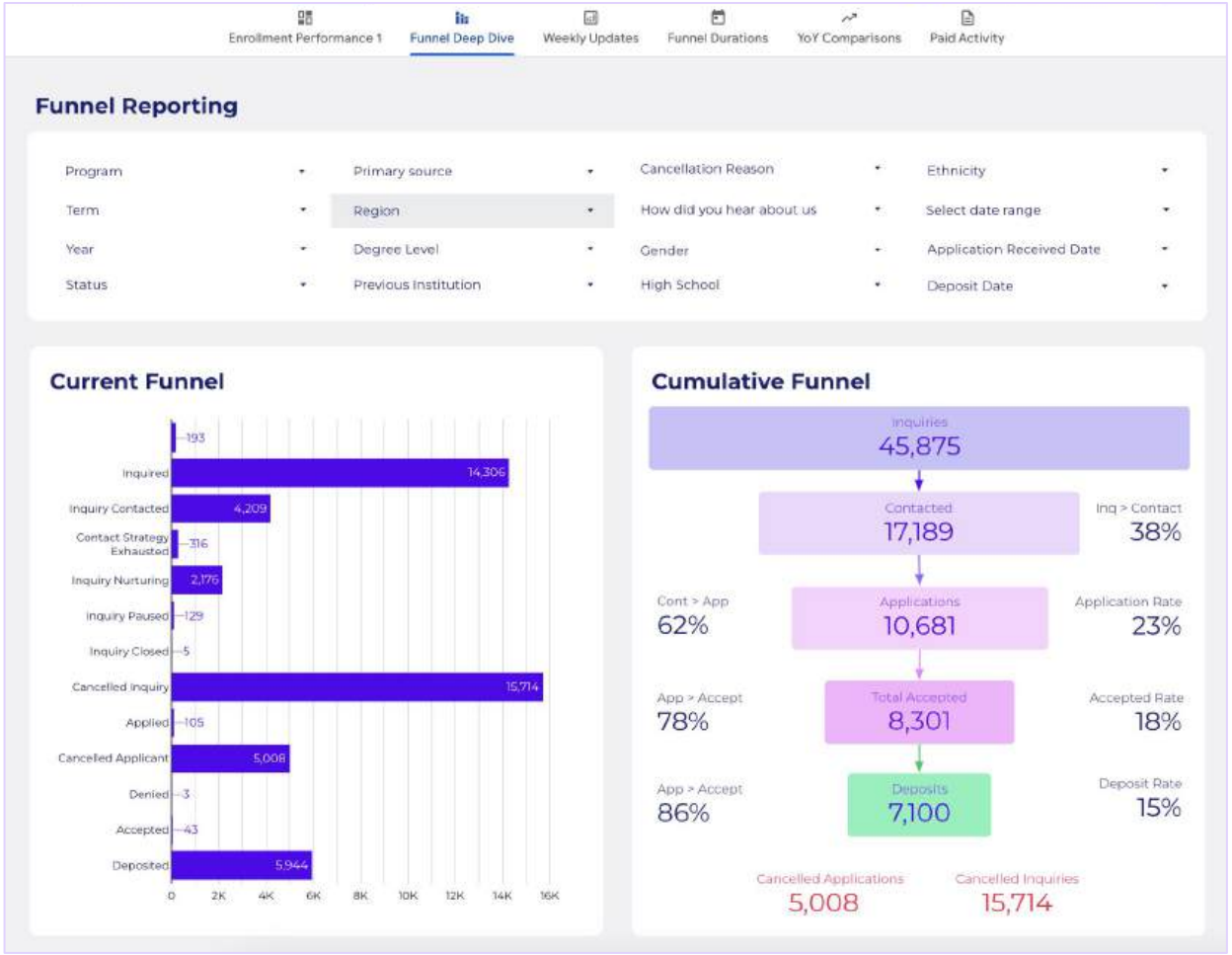
Keep your stakeholders informed

3

Predict student enrollment

4

Constantly improve campaign performance



NET NATIVES

Thank you, Questions?

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