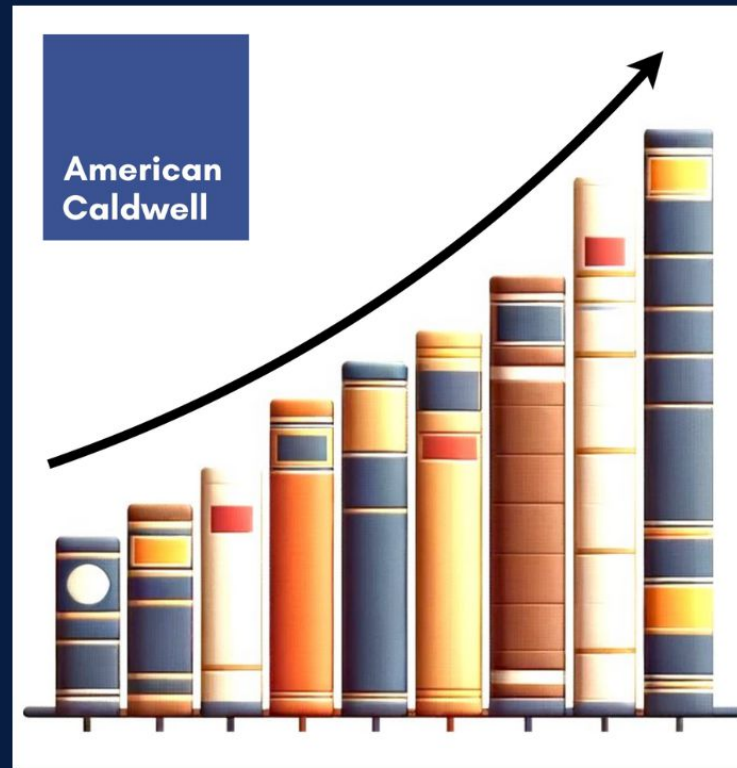


# How Much Do Universities Spend On Advertising?

Presented by,  
**N. Alexander Kader**

Partner, American Caldwell



# Global Attendance

- Washington DC
- North Carolina
- South Carolina
- New York
- Texas

- Pennsylvania
- Virginia
- Maryland
- Illinois
- Iowa

- United Kingdom
- France
- Italy
- Spain
- Belgium

- Canada
- Argentina
- Bahrain
- Qatar
- Oman

- Maine
- Indiana
- California
- Mississippi
- Puerto Rico

- Dubai UAE
- Malaysia
- Georgia
- Bhutan
- Ethiopia
- Australia

# Today's Agenda

- Overview of Advertising Expenditures
- Key Advertising Platforms
- Measurement Metrics
- Detailed Analysis of Select Universities
- Market Research Services

## How Much Do Universities Spend On Advertising?

Take a deep dive into university ad spend to see how universities, both large and small, are extending their visibility.

Gain insights into higher ed marketing on social media, YouTube and banner ads.

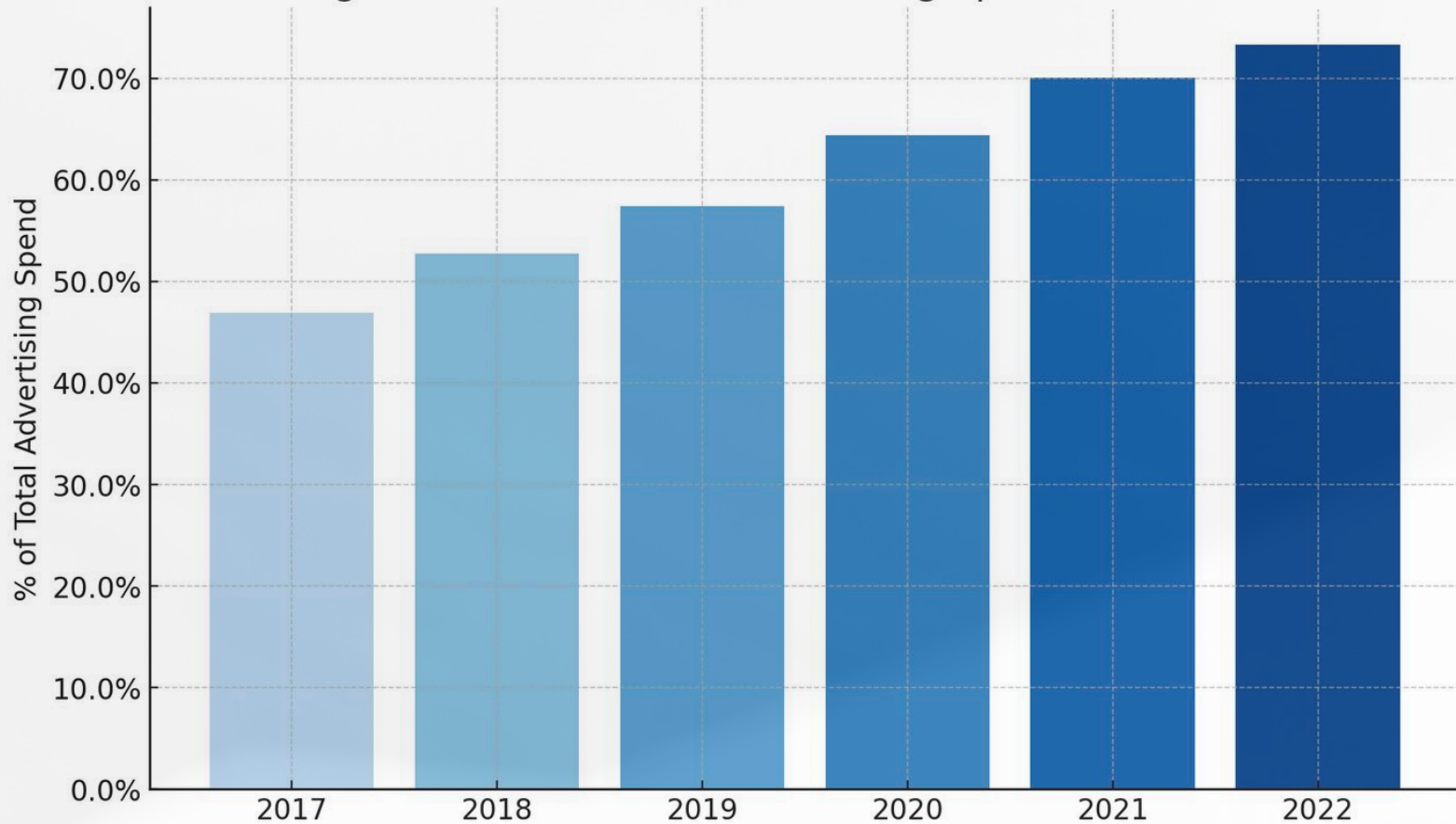


# Traditional Advertising Landscape

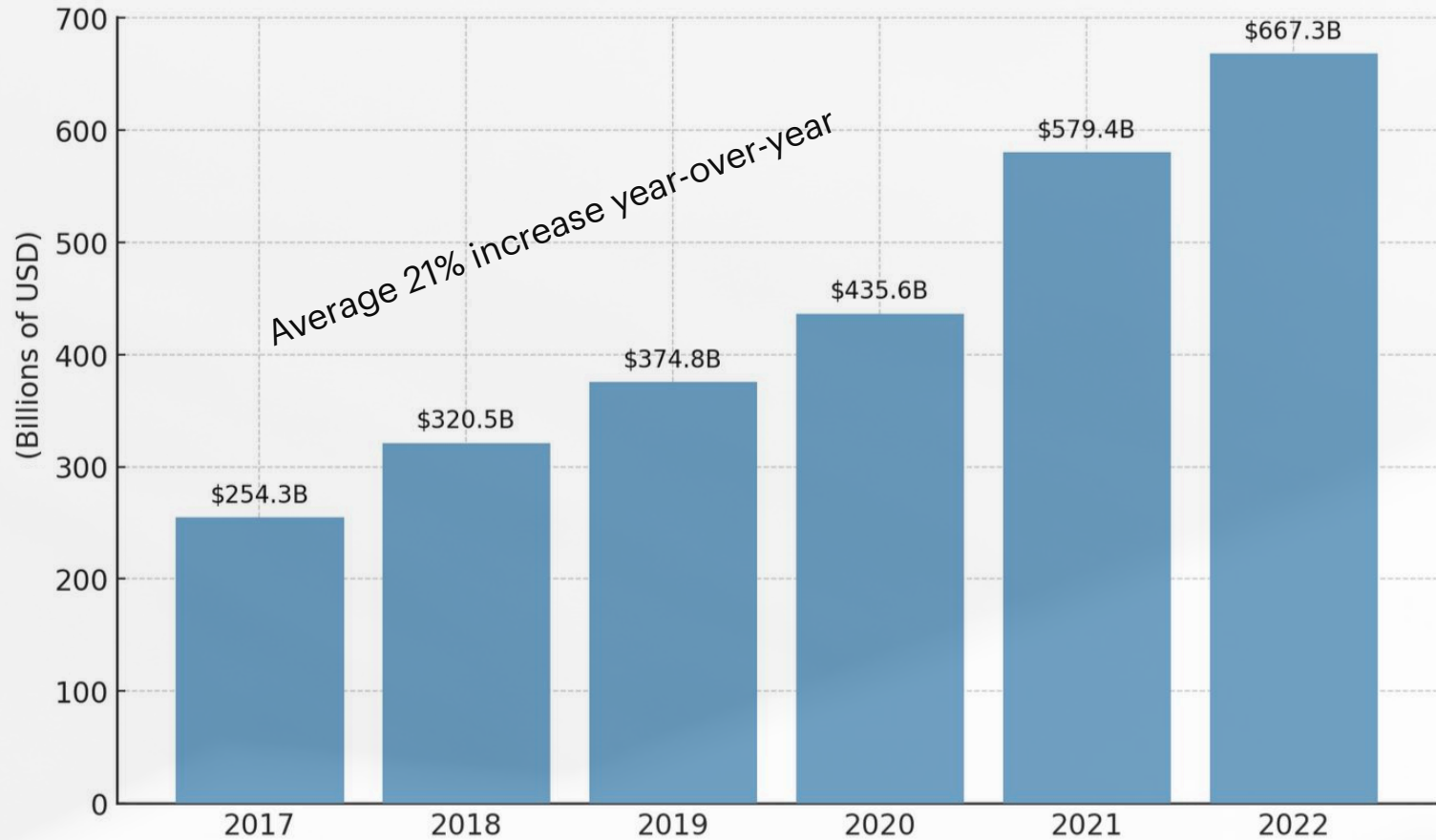


# Digital vs. Traditional Advertising

Digital's Share of Total Advertising Spend

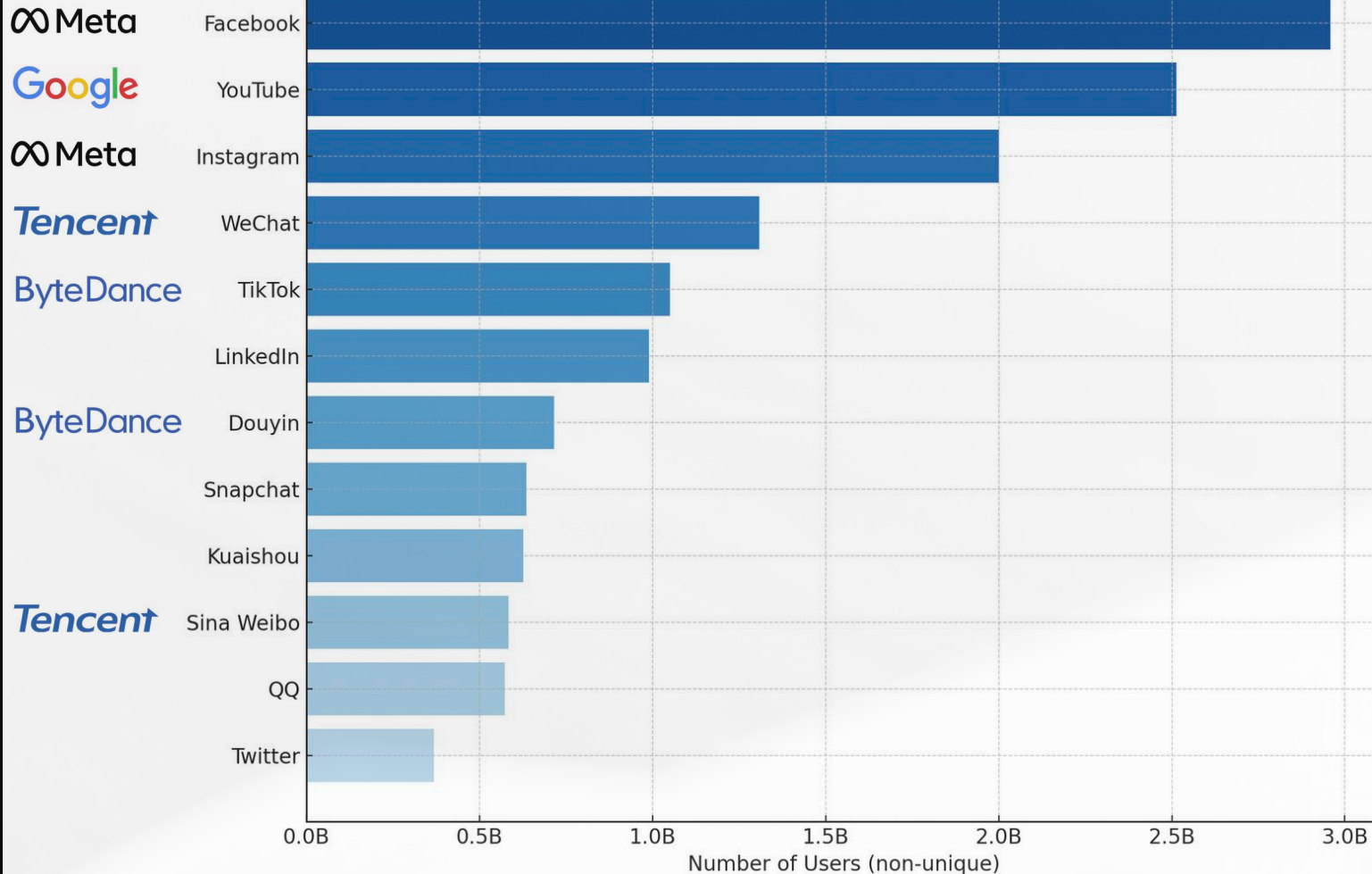


# Digital Advertising - Total Spend



# Top Social Media Properties

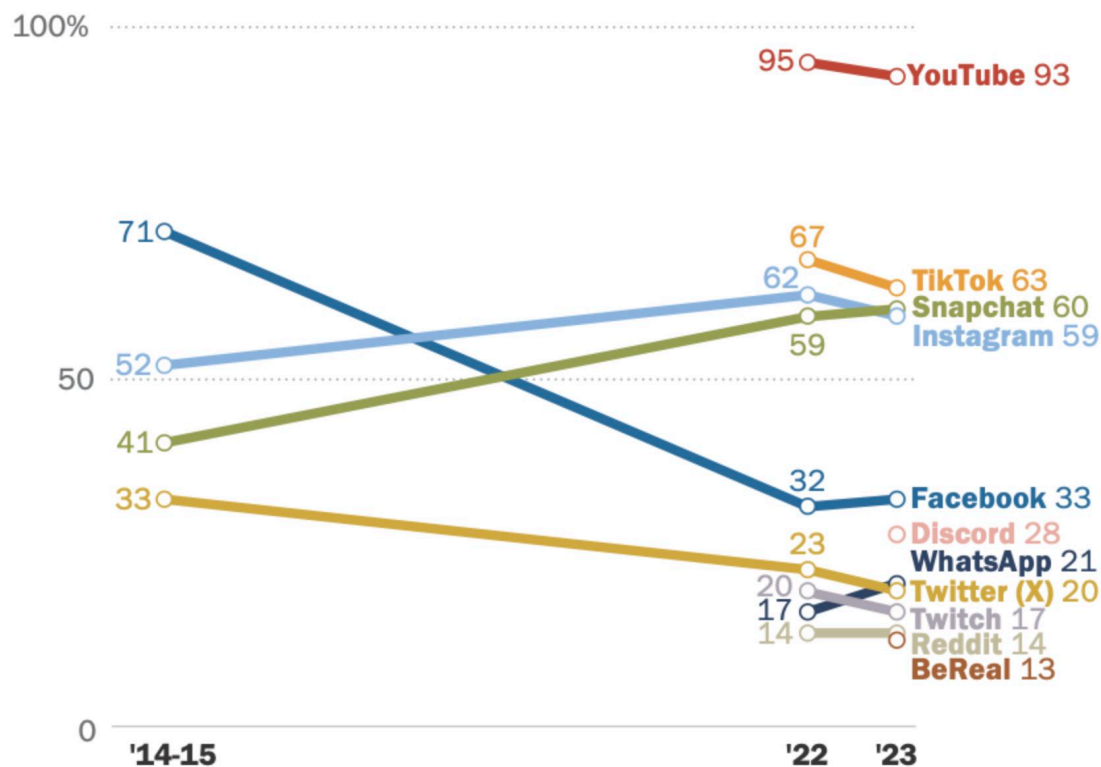
World's Largest Social Media Platforms by Number of Users



# Measuring YouTube Usage Among Teens

## YouTube continues to be top platform among teens, followed by TikTok, Snapchat and Instagram

*% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites*



Note: Those who did not give an answer are not shown.

Source: Survey of U.S. teens conducted Sept. 26-Oct. 23, 2023.

"Teens, Social Media and Technology 2023"



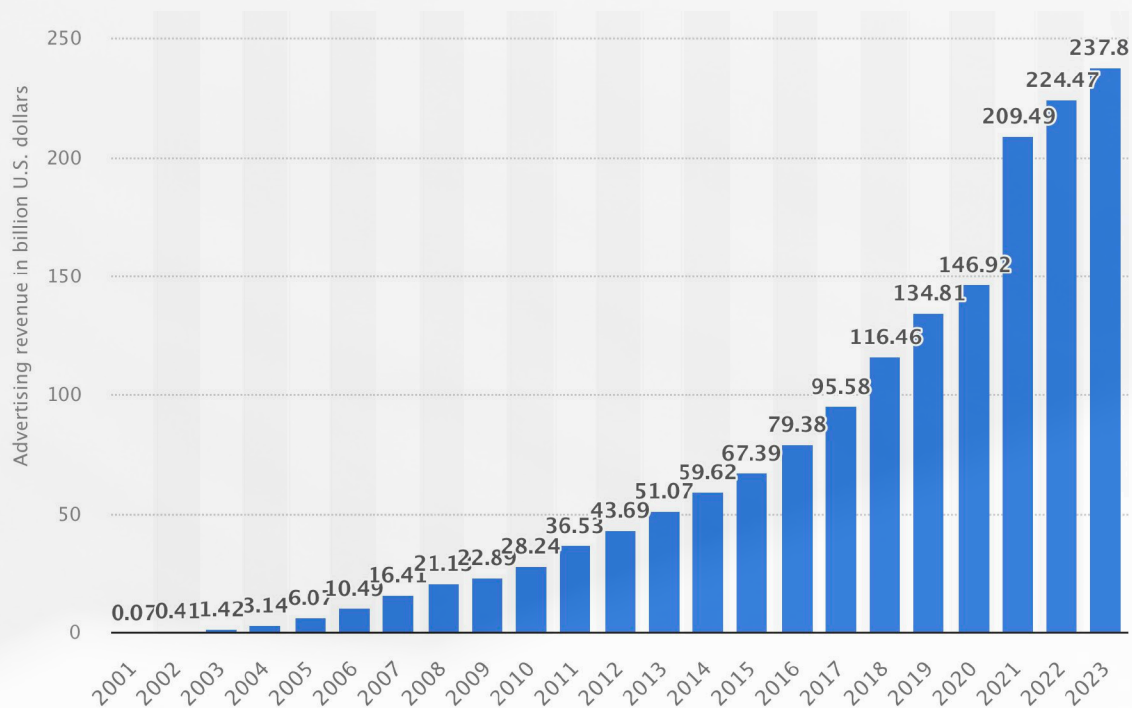
# Entering the Googeverse - Beyond Social Media

#1 Most visited website in the world with approximately 60 Billion visits per month

#1 Search engine by market share and is the default search for iPhones and Android

#1 Video platform on the internet with 30 Billion visits per month

#1 Advertising platform on the internet



© Statista

# Google Campaign Center



New campaign

Search for a page or campaign

Appearance Help Notifications

## Select a campaign type



### Search

Get in front of high-intent customers at the right time on Google Search



### Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



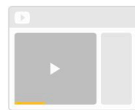
### Display

Reach customers across 3 million sites and apps with engaging creative



### Shopping

Showcase your products to shoppers as they explore what to buy



### Video

Reach viewers on YouTube and get conversions



### App

Drive downloads and grow engagement for your app



### Smart

Reach customers with a one-stop solution built for small businesses



### Hotel

Promote your hotels on Google Search and Maps

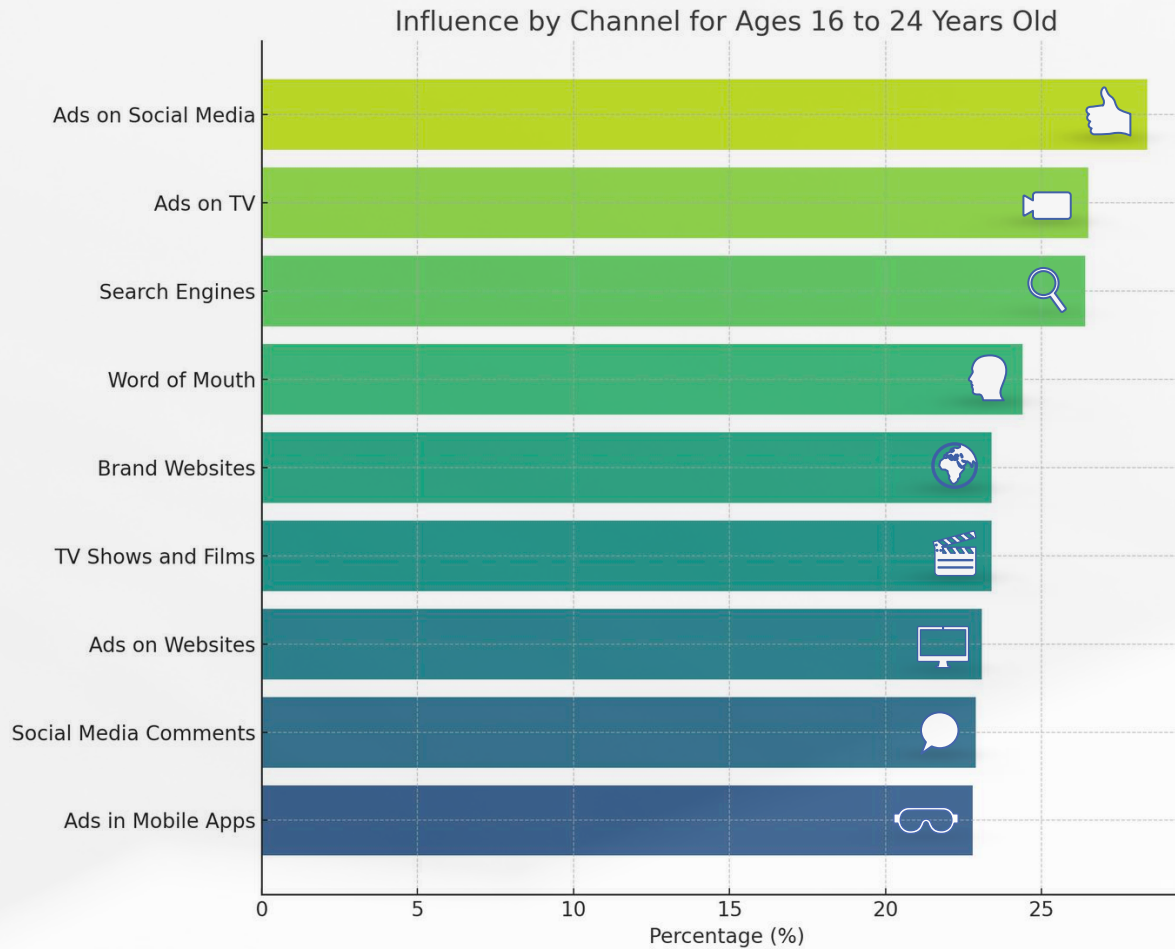


### Demand Gen

Drive demand and conversions on YouTube, Discover and Gmail with image and video ads

# Brand Discovery Among the 16-24 Age Group

How do youth find out about a brand?



# **In-Depth Analysis: Advertising Expenditure at Five Universities**

# Metrics We Will Cover

Impressions By Month

Ad Type Distribution

Total Impressions

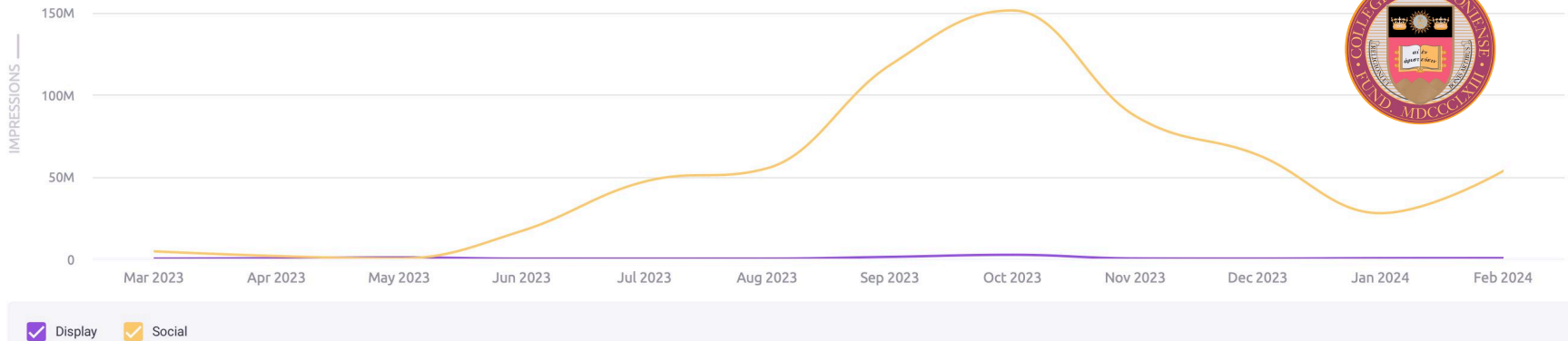
Annual Spend

Top Properties

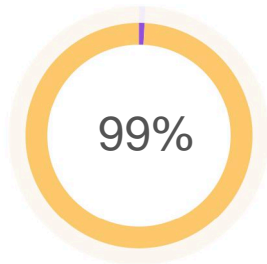
# Boston College



## Impressions By Month



## Ad Type Distribution



● Display ● Social

## Total Impressions

630,300,000

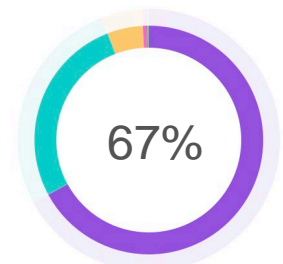
\$5.87 CPM  
CPM = (Cost / Impressions) x 1000

## Annual Spend

\$3,700,000







Mar 2023 - Feb 2024  
Estimate of U.S. Spend

## Top Properties



● facebook.com  
● instagram.com ● linkedin.com

# Top Campaigns

Campaigns	Channels		Spend
Home - Lynch School of Education and Human Developme...		583.28M / 92.54%	\$3.46M / 92.84%
M.S. in Cybersecurity Policy Governance - Graduate - Wood...		9.16M / 1.45%	\$56.75K / 1.52%
Master of Arts (M.A.) in Higher Education - Lynch School of...	 	8.45M / 1.34%	\$50.81K / 1.36%
Master of Education   Boston College		7.71M / 1.22%	\$39.77K / 1.07%
Applied Liberal Arts - Bachelor's Degree - Woods College of...		7.36M / 1.17%	\$45.38K / 1.22%

# Ad Creative

 Boston College Lynch School of Education and Human Development  
Sponsored

Learn how to better serve your students through curriculum and instruction designed for a changing world.



BC.EDU/LYNCHSCHOOLONLINE  
Boston College Online M.Ed.  
Preparing Dynamic Educators

[Learn More](#)

 Jun 20, 2023 \$76.9K ||| 13.9M


 Boston College Lynch School of Education and Human Development  
Sponsored

A fully online Master of Education from Boston College. A master's degree for a more equitable world.



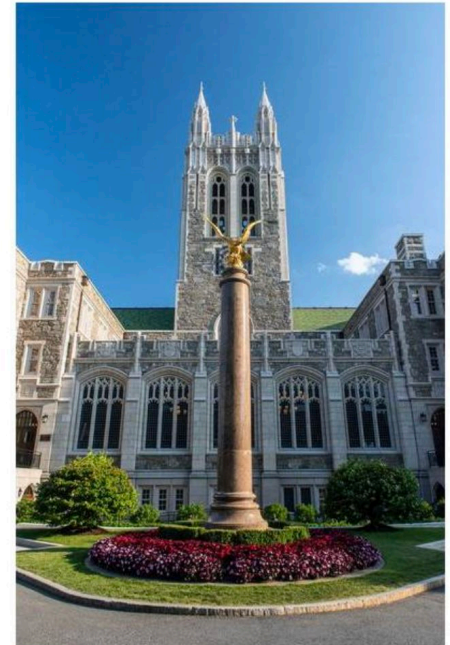
BC.EDU/LYNCHSCHOOLONLINE  
Boston College | 100% Online M.Ed.  
Forming Educators for a More Just World

[Learn more](#)

 Jun 20, 2023 \$31.5K ||| 5.7M

 Boston College Lynch School of Education and Human Development  
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Boston College | 100% Online M.Ed.  
Forming Educators for a More Just World

[Learn More](#)

 Jun 20, 2023 \$27.7K ||| 5M

 Boston College Lynch School of Education and Human Development

 Boston College Lynch School of Education and Human Development



# Landing Page

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SEARCH  BC.EDU LINKS



**BOSTON COLLEGE**

Carolyn A. and Peter S. Lynch  
School of Education and Human Development

[About](#) [Admission](#) [Academics](#) [Faculty & Research](#) [Centers & Initiatives](#) [Community](#)

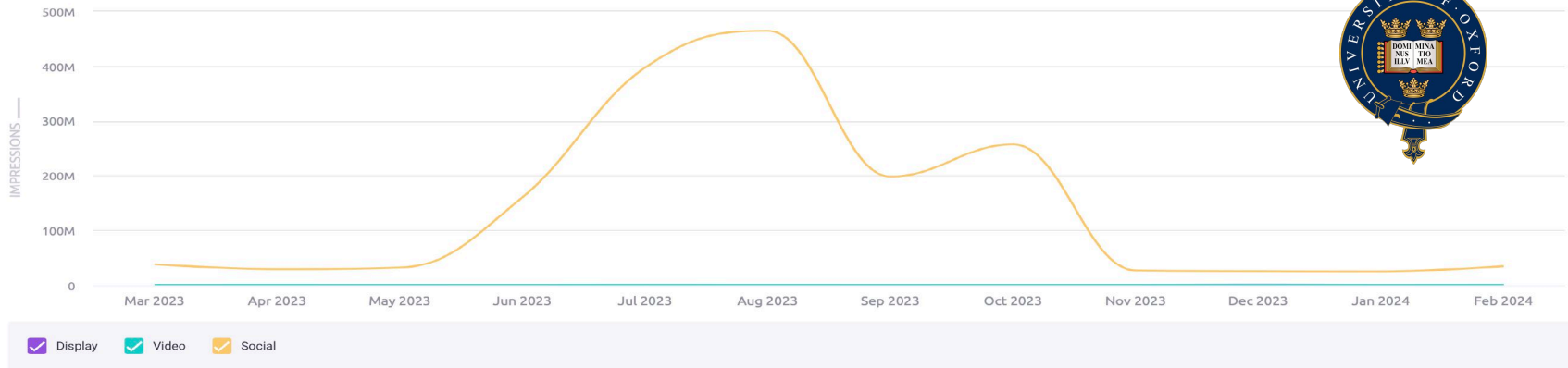
## Here's how we change lives:

We **educate** future leaders,  
use **research** to solve problems,  
and **serve** our community.

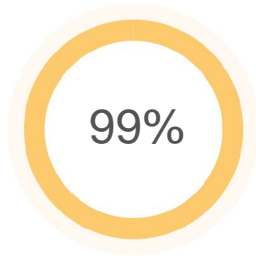
[Why LSEHD?](#)

# University of Oxford

## Impressions By Month



## Ad Type Distribution



● Display ● Video ● Social

## Total Impressions

1,700,000,000

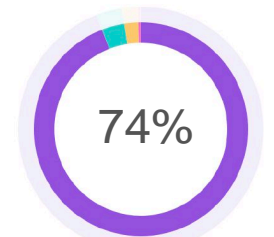
\$2.23 CPM  
CPM = (Cost / Impressions) x 1000

## Annual Spend

\$3,800,000








Mar 2023 - Feb 2024  
Estimate of U.K. Spend

## Top Properties



● twitter.com ● facebook.com ● instagram.com

# Top Campaigns

Campaigns	Channels		Spend
Saïd Business School, University of Oxford Oxford Artifici...	  	1.34B / 79.03%	\$1.54M / 40.92%
Leadership in extraordinary times   Saïd Business School		90.64M / 5.36%	\$562.87K / 14.99%
Saïd Business School, University of Oxford Oxford Wome...		63.37M / 3.75%	\$477.68K / 12.72%
Saïd Business School, University of Oxford Oxford Privat...		39.34M / 2.33%	\$297.86K / 7.93%
How research will shape the future of business   Saïd Bu...		33.1M / 1.96%	\$205.54K / 5.47%

# Ad Creative

**GetSmarter** @getsmarter Ad ...  
Explore the business applications of AI and machine learning over the course of 6 weeks.  
[tryurl.com/2eg88ndp](https://tryurl.com/2eg88ndp)



**Oxford Artificial Intelligence Programme**  
6 weeks. Online.

Sep 05, 2023 \$8K 11.2M

**GetSmarter** @getsmarter ...  
Discover how AI is solving complex business problems on this 6-week online programme.  
[tryurl.com/2fodcbla](https://tryurl.com/2fodcbla)



**Oxford Artificial Intelligence Programme**  
6 weeks. Online.

Jul 25, 2023 \$8K 9.8M

**GetSmarter** @getsmarter Ad ...  
Discover how AI is solving complex business problems on this 6-week online programme.  
[tryurl.com/2fodcbla](https://tryurl.com/2fodcbla)



**Oxford Artificial Intelligence Programme**  
6 weeks. Online.

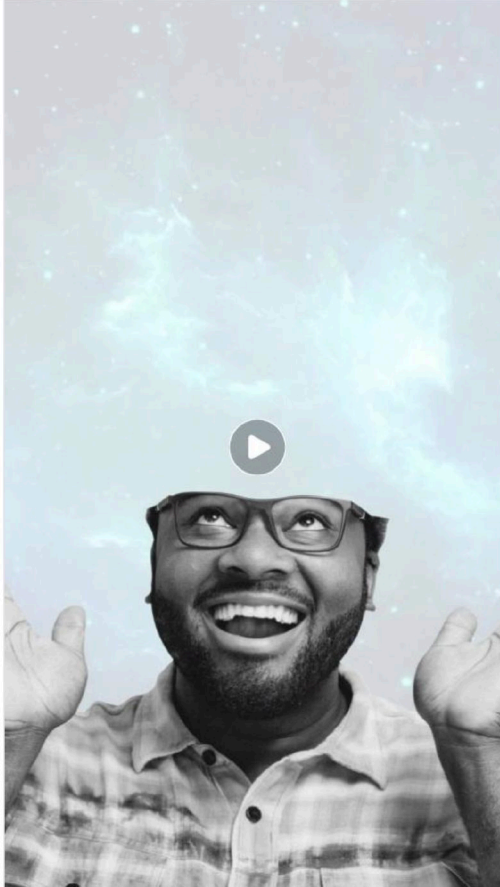
**GetSmarter** @getsmarter ...  
Explore the business applications of AI and machine learning over the course of 6 weeks.  
[tryurl.com/2eg88ndp](https://tryurl.com/2eg88ndp)



**Oxford Artificial Intelligence Programme**  
6 weeks. Online.

**Saïd Business School, University of Oxford**  
Sponsored ...

The future of business looks increasingly more complex – which is why leaders need science more than ever. See how research will shape the future of business.



11.2M

# Landing Page



## Oxford Artificial Intelligence Programme

*Gain the critical insights and in-demand skills to succeed in the booming industry of AI.*

[GET PROSPECTUS](#)



6 weeks entirely online,  
excluding orientation



Self-paced weekly modules,  
7–10 hours per week



Learn alongside a global cohort  
of like-minded professionals



Choose from flexible  
payment options

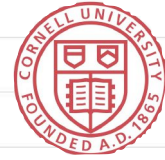
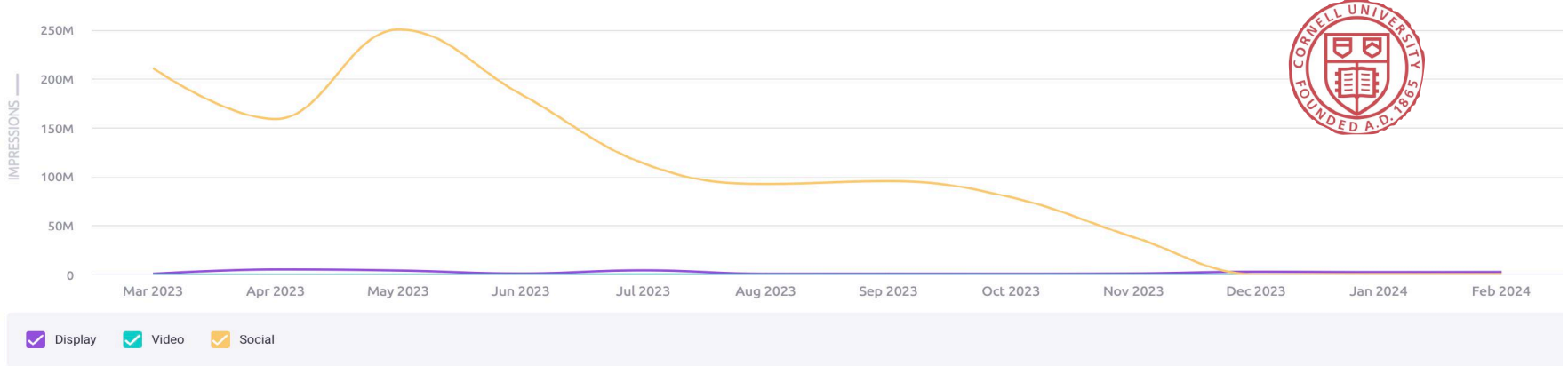
**Honour achievement this International Women's Day and lay the foundation for your own success**

Get 20% off course fees until 31 March 2024. Use code **IWD2024** at checkout.\*

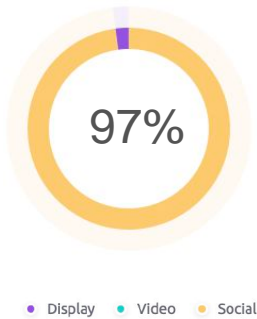
*\*Offer is valid until 31 March 2024 at 11:59 p.m. Eastern Time (US). The offer applies to any start date as long as you register and pay by 31 March 2024. To redeem the offer for executive education courses, register on [getsmarter.com](https://getsmarter.com), using code **IWD2024** at checkout. The discount cannot be combined with any other offers for executive education courses.*

# Cornell University

## Impressions By Month



## Ad Type Distribution



## Total Impressions

1,200,000,000

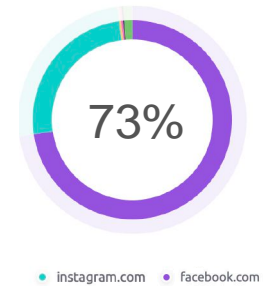
\$5.91 CPM  
CPM = (Cost / Impressions) x 1000

## Annual Spend






\$7,100,000

Mar 2023 - Feb 2024  
Estimate of U.S. Spend

## Top Properties



# Top Campaigns

Campaigns	Channels	Spend
Executive Certificates - eCornell	 163.79M / 13.11%	\$891.16K / 12.52%
Women in Leadership Certificate Program - eCornell	 62.25M / 4.98%	\$430.28K / 6.05%
Winemaking Certificate Program - eCornell	 57.26M / 4.58%	\$316.56K / 4.45%
Executive Leadership Certificate Training Program - eCornell	 41.76M / 3.34%	\$253.56K / 3.56%
Women in Leadership Certificate Program - eCornell	 40.9M / 3.27%	\$275.44K / 3.87%

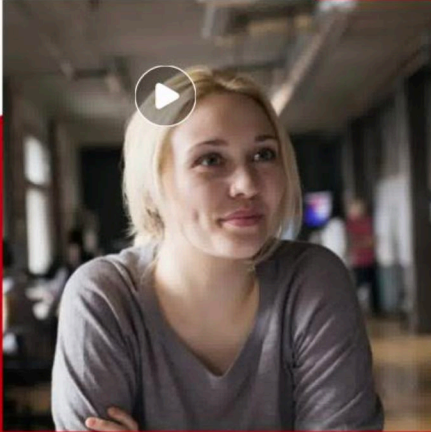
# Ad Creative

 eCornell  
Sponsored

Join the thousands of women who have earned a Women in Leadership certificate.


## WOMEN IN LEADERSHIP

Certificate from Cornell




100% ONLINE






ECORNELL.CORNELL.EDU

 eCornell  
Sponsored

Join the thousands of women who have earned a Women in Leadership certificate.



ONLINE.CORNELL.EDU  
**Women in Leadership Certificate at Cornell - Online** [Apply Now](#)  
How to guide negotiations, strengthen your EQ, navigate work-life balance and outmaneuver gender traps in the workplace. Learn...

   May 14, 2022  \$37.8K  6.8M

 eCornell  
Sponsored

"You will find so many nuggets of goodness, so many things that you can take away and apply directly to your life and to your work experience." - Elizabeth, eCornell Diversity, Equity & Inclusion Certificate student



 eCornell  
Sponsored

Join the thousands of women who have earned a Women in Leadership certificate.



**WOMEN IN LEADERSHIP CERTIFICATE**

[ENROLL NOW ▶](#)

ECORNELL.CORNELL.EDU  
**Women in Leadership Certificate at Cornell - Online** [Apply Now](#)  
How to guide negotiations, strengthen your EQ, navigate work-life balance and outmaneuver gender traps in the workplace. Learn...

   May 08, 2023  \$27.9K  5M





# Landing Page

Enroll by March 28\* and save 30% with code LEARN30



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## REVIEW PROGRAM PRICING AND DETAILS

**TELL ME MORE!**

By providing your information, you consent to receive communications by phone and email including via automated technology from Cornell. You may also choose to opt into text messaging.

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

- Courses
- How It Works
- Meet the Faculty
- Takeaways
- Who Should Enroll
- Request Information

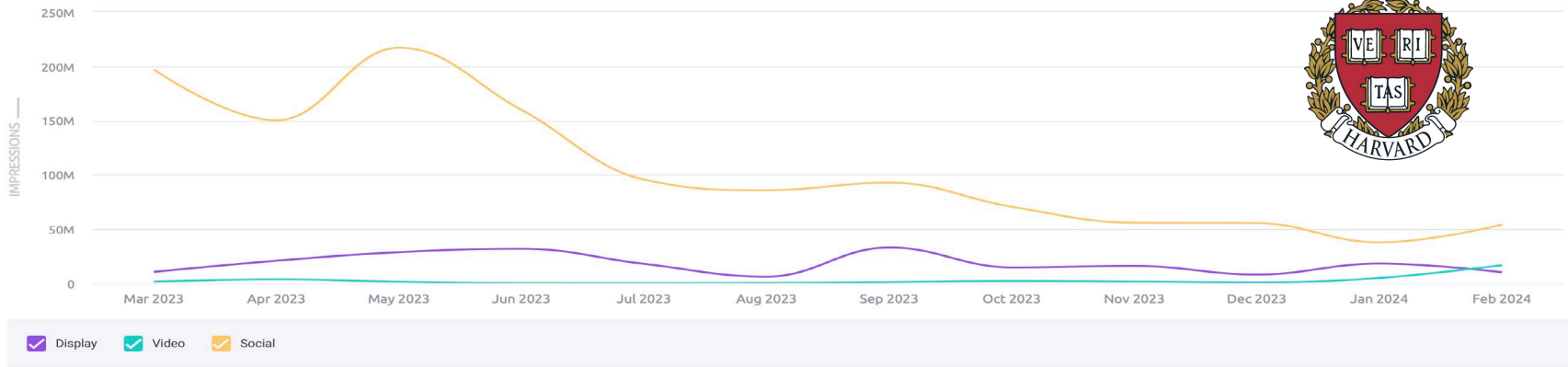
**ENROLL NOW**  
\$2,999 or \$650/month

## OVERVIEW AND COURSES

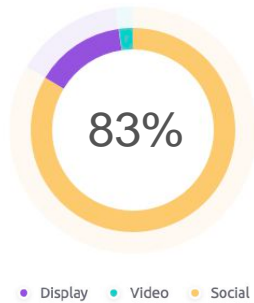
This five-course certificate program examines the issues facing women in leadership positions and offers strategies for handling them. Professor Deborah Streeter balances academic research regarding social norms and expectations with practical strategies for operating effectively within the workplace. She discusses how to outmaneuver the "double bind" dilemma, showing strong leadership qualities without being penalized for it.

# Harvard University

## Impressions By Month



## Ad Type Distribution



## Total Impressions

1,500,000,000

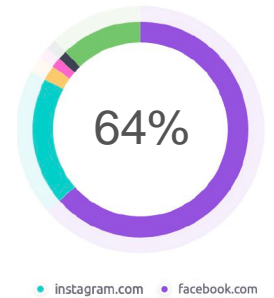
\$6.20 CPM  
CPM = (Cost / Impressions) x 1000

## Annual Spend












\$9,300,000

Mar 2023 - Feb 2024  
Estimate of U.S. Spend

## Top Properties



# Top Campaigns

Campaigns	Channels		Spend
Harvard Business School Online Courses & Learning Plat...	  	647M / 42.52%	\$4.49M / 48.24%
Home   Harvard Medical School		165.42M / 10.87%	\$921.96K / 9.9%
Online Business Courses & Certifications   HBS Online	 	122M / 8.02%	\$913.54K / 9.8%
College Programs for High School Students - Harvard Su...	  	95.41M / 6.27%	\$651.43K / 6.99%
Online Business Essential Courses   HBS Online	 	71.96M / 4.73%	\$469.46K / 5.04%

# Ad Creative

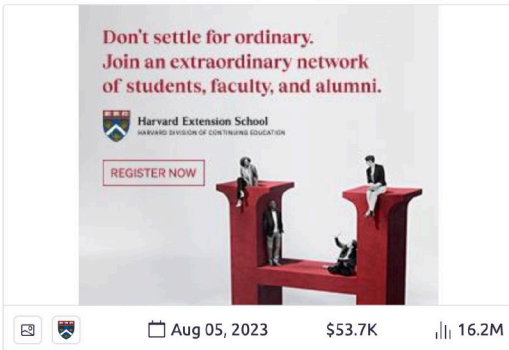


New cohort begins soon  
**Secure your seat today**

**Health and Wellness: Designing a Sustainable Nutrition Plan**  
8 Weeks | Online Program

EXECONLINE.HMS.HARVARD.EDU  
Application Deadline Approaching  
Complete your application now. [Sign Up](#)

Aug 05, 2023 \$103.1K 18.5M



**Don't settle for ordinary.**  
Join an extraordinary network of students, faculty, and alumni.

Harvard Extension School  
HARVARD DIVISION OF CONTINUING EDUCATION

[REGISTER NOW](#)

Aug 05, 2023 \$53.7K 16.2M



**Don't just be well rounded.**  
Be well connected too.

Harvard Extension School  
HARVARD DIVISION OF CONTINUING EDUCATION

[REGISTER NOW](#)

Aug 22, 2023 \$51.6K 16M



**In-person and virtual**



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Sponsored

Comprehensive program for global health care leaders to help unlock opportunities and drive growth and innovation in health care.

FB.ME  
9-month global multi-modular program [Apply now](#)

Jul 24, 2023 \$52.6K 9.5M



Harvard Online  
Sponsored

Explore critical health care insights in a course taught by one of the best-known health care economists in the country.

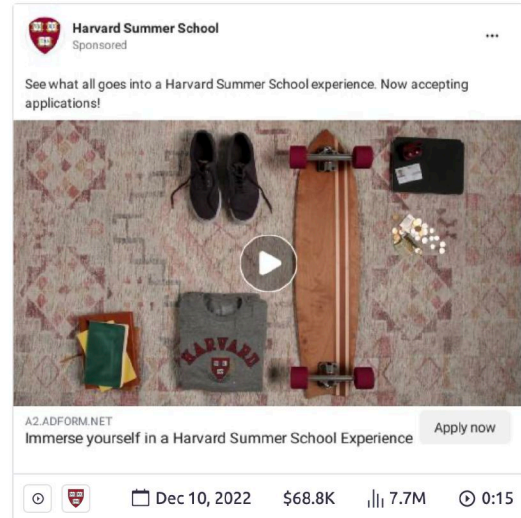
**Find clarity in the**



Harvard Business School  
Sponsored

**Business Credential for New and Experienced Leaders**  
Learn the skills forward-looking leaders use to help your organization excel. [Apply Now](#)

Nov 21, 2023 \$44K 7.9M

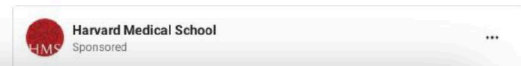


Harvard Summer School  
Sponsored

See what all goes into a Harvard Summer School experience. Now accepting applications!


A2.ADFORM.NET  
Immerse yourself in a Harvard Summer School Experience [Apply now](#)

Dec 10, 2022 \$68.8K 7.7M 0:15




Harvard Medical School  
Sponsored

# Ad Creative



**Harvard Business School Online**  
Sponsored  
Library ID: 1816656178791544

Join the 89% of HBS Online learners who say they gained new business skills that enhanced their resume.



**Harvard Business School Online**

John D. Sample


has earned a

**CERTIFICATE OF ACCREDITATION IN BUSINESS SOCIETY**

based on the successful completion of three courses in business in society.

BOSTON, MASSACHUSETTS, SEPTEMBER 2, 2022

*Luís M. Vicens*  
LUIS M. VICENS  
George E. Baker Professor  
Senior Associate Dean, Harvard Business School Online  
Harvard Business School



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**Harvard Business School Online**  
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Accelerate your career with a yearlong leadership program brought to you by award-winning Harvard faculty.



**Harvard Business School Online**



**CLIMB**

**Ascend to New Career Heights with a Comprehensive Business Credential**



**John D. Osborne**

has successfully completed the five courses included and has earned

**THE CREDENTIAL OF LEADERSHIP, IMPACT, AND MANAGEMENT IN BUSINESS**

a 12-month program that includes a robust project and coursework in

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DYNAMIC TEACHING | INCLUSIVE LEADERSHIP | LEADING IN THE DIGITAL WORLD | PERSONAL BRANDING



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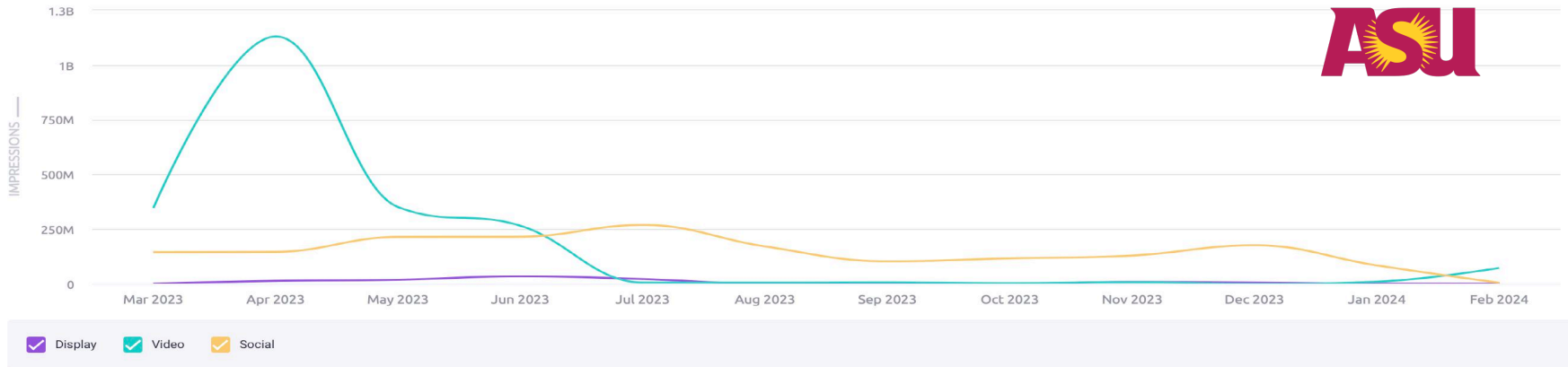
[Finance & Accounting](#)

[Business in Society](#)

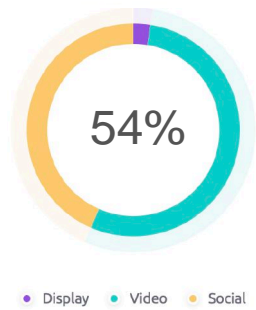
# Arizona State University



Impressions By Month



Ad Type Distribution



Total Impressions

4,100,000,000

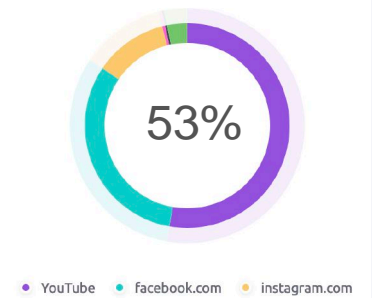
\$7.70 CPM  
 $CPM = (Cost / Impressions) \times 1000$

Annual Spend
















\$31,600,000

Mar 2023 - Feb 2024  
 Estimate of U.S. Spend

Top Properties



# Top Campaigns

Campaigns	Channels	Spend
Admission Requirements   ASU Online	  	1.07B / 26.12% \$9.38M / 29.69%
Explore ASU Online Degrees   Arizona State University	  	340.23M / 8.34% \$2.37M / 7.51%
Language Degrees   ASU Online	  	266.99M / 6.54% \$2.32M / 7.34%
Education Degrees   ASU Online	  	131.76M / 3.23% \$1.02M / 3.24%
Law, Criminal Justice and Public Policy   ASU Online	  	124.28M / 3.05% \$1.05M / 3.31%



# Ad Creative



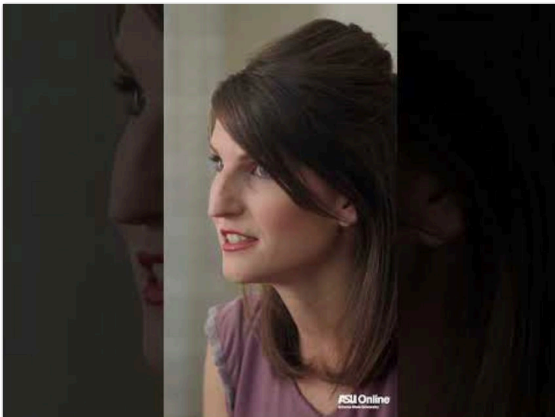
Apr 05, 2023 \$5.2M 564.1M 0:30



Apr 08, 2023 \$648.4K 70.9M 0:18



Mar 27, 2023 \$374.5K 40.7M 0:15



Apr 05, 2023 \$2.4M 257.7M 0:18



Dec 29, 2022 \$621.1K 68.3M 0:30



Apr 19, 2023 \$337.9K 37M 0:30

# Landing Page



ASU Online



Online Degrees ▾

Tuition ▾

Admission

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Apply now

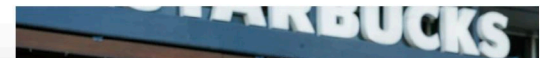
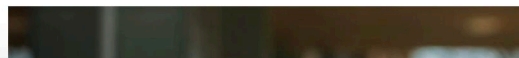
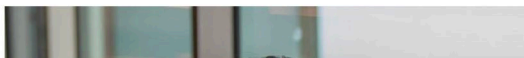
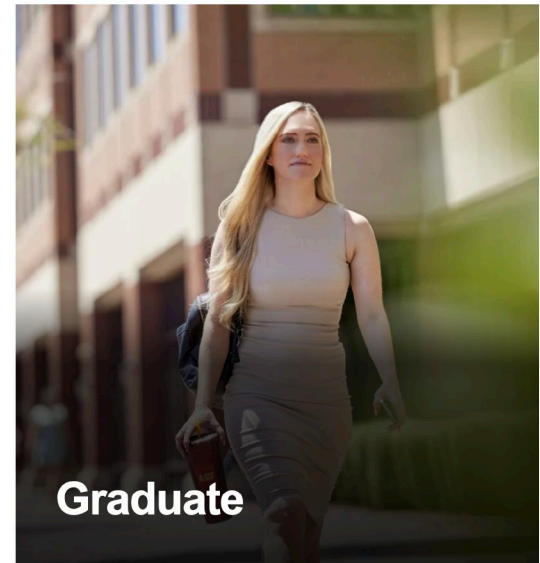
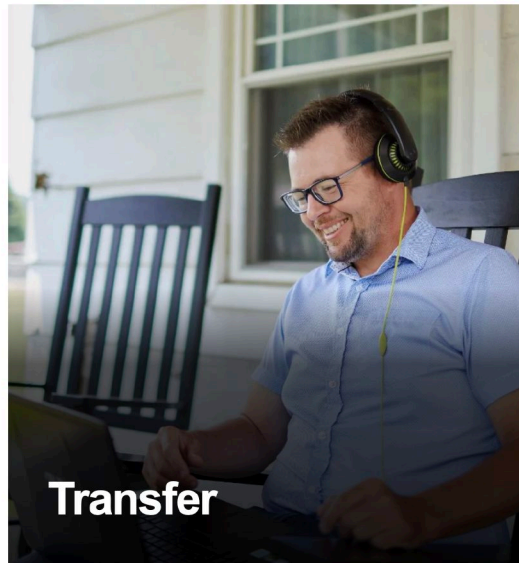
Request info

## ASU Online admission

### Your future starts here

ASU Online admission requirements vary depending on your chosen degree and student status. Select your student type below to find admission information and additional resources unique to your academic journey.

Have a few more questions? Check out ASU Online's [frequently asked questions](#).



# Higher Ed Annual Digital Ad Spend



Annual Spend U.S.  
**\$3,700,000**


Total Impressions  
**630 M**

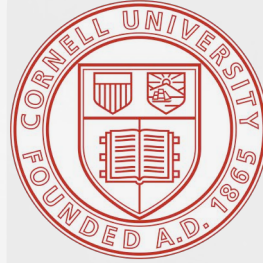
Top Platform  
  
**Meta**



Annual Spend U.K.  
**\$3,800,000**

Total Impressions  
**1.7 B**

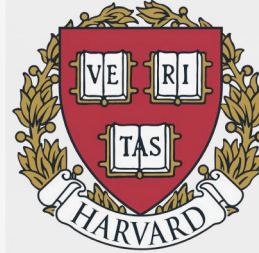
Top Platform  




Annual Spend U.S.  
**\$7,100,000**

Total Impressions  
**1.2 B**

Top Platform  
  
**Meta**



Annual Spend U.S.  
**\$9,300,000**


Total Impressions  
**1.5 B**

Top Platform  
  
**Meta**

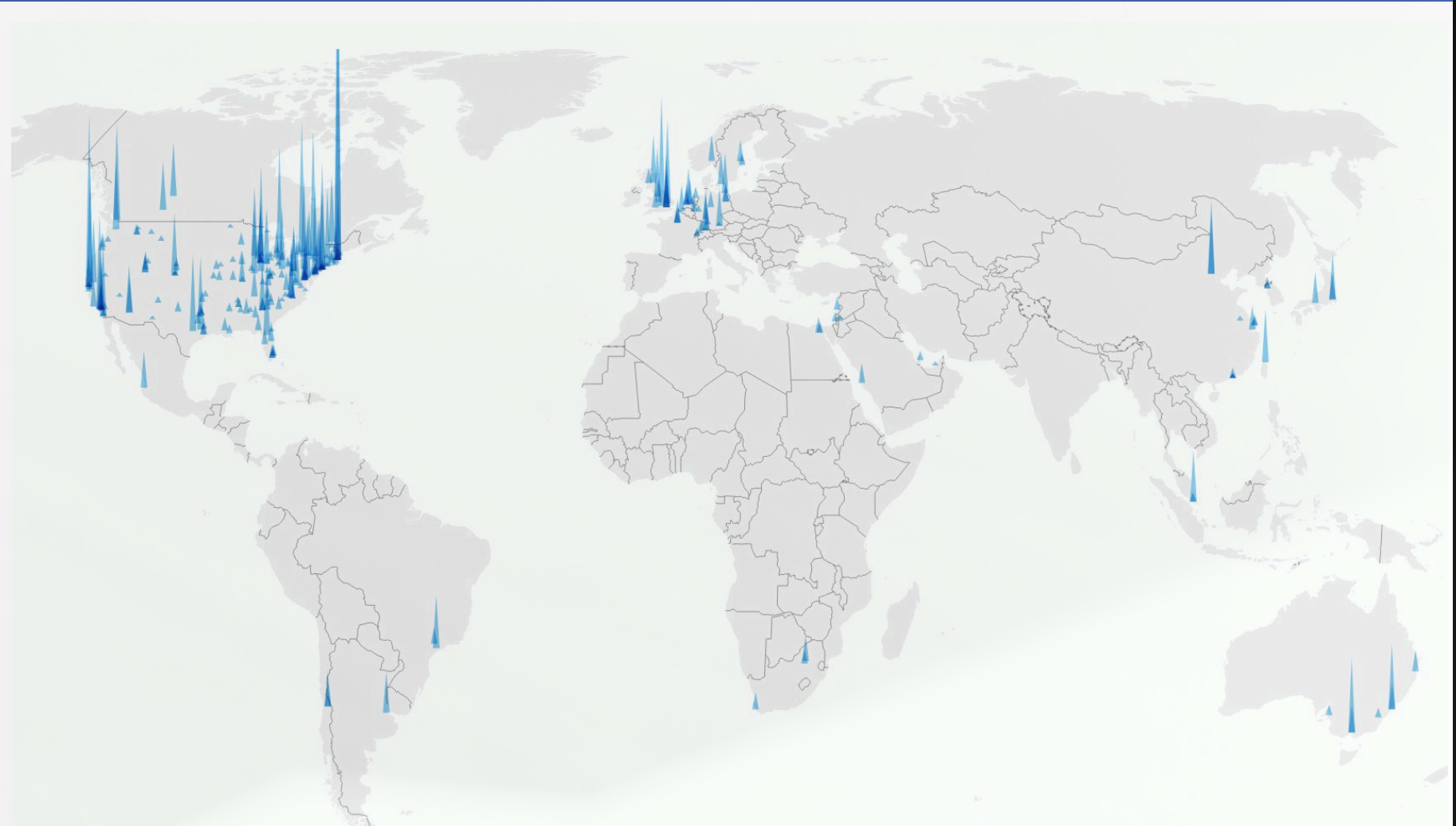


Annual Spend U.S.  
**\$31,600,000**

Total Impressions  
**4.1 B**

Top Platform  


# University Visibility Around the World



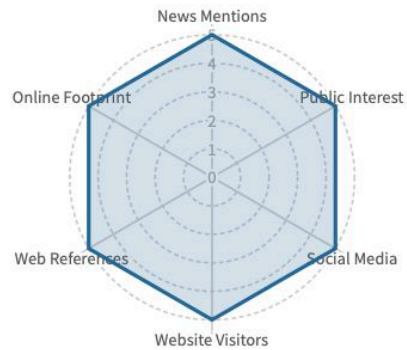
# Global University Visibility Rankings

RANK	UNIVERSITY NAME	COUNTRY	VISIBILITY SCORE	WEBSITE VISITORS	NEWS MENTIONS	PUBLIC INTEREST	SOCIAL MEDIA
1	Harvard University	USA	63,009,336	46,100,000	78,137	861,900	11,896,603
2	Massachusetts Institute of Technology	USA	44,128,171	45,850,000	47,296	473,200	4,136,507
3	Stanford University	USA	28,982,980	20,800,000	80,148	549,200	4,715,648
4	Cornell University	USA	20,000,000	10,000,000	42,889	363,900	1,747,551
5	University of Toronto	Canada	10,000,000	5,000,000	39,075	400,500	1,740,840
6	University of Michigan – Ann Arbor	USA	10,000,000	5,000,000	64,913	314,800	2,131,501
7	University of California – Berkeley	USA	10,000,000	5,000,000	28,979	142,400	1,654,320
8	University of Oxford	United Kingdom	18,045,169	7,700,000	23,573	431,900	7,973,512
9	Columbia University	USA	17,549,081	12,300,000	67,288	537,100	1,957,989
10	Purdue University	USA	17,505,058	14,600,000	22,252	332,400	1,042,790
11	Universidade de São Paulo	Brazil	15,955,391	14,020,000	21,260	35,700	2,016,817
12	University of British Columbia	Canada	15,407,254	13,700,000	16,768	192,800	1,100,051
13	University of California – Los Angeles	USA	15,325,358	11,800,000	88,550	251,300	2,199,842
14	Pennsylvania State University	USA	14,752,355	11,000,000	86,417	385,400	1,601,408
15	University of Pennsylvania	USA	13,798,987	10,800,000	23,530	380,900	1,270,102
16	University of Cambridge	United Kingdom	13,465,048	6,500,000	60,145	340,300	5,385,717



# Spider Chart Comparison of Key Metrics

**Harvard University**



**Massachusetts Institute of Technology**



**Stanford University**



**Princeton University**



**Columbia University**



**Cornell University**



# Market Research Services



**Current** - Research is conducted throughout the year to stay up-to-date with current perceptions.



**Efficient** - The annual fixed-fee subscription delivers predictable benefits with no additional charges.



**Expert** - Led by a team of seasoned PhD researchers with decades of experience and analysis.



**Comprehensive** - Custom dashboards, unlimited survey requests, competitor tracking and insights.

# Research Subscription Tiers

Silver Tier	Gold Tier	Platinum Tier
Higher Education Market Research Surveys	Higher Education Market Research Surveys	Higher Education Market Research Surveys
By Age, Gender, Location	By Age, Gender, Location, Education, Industry	By Age, Gender, Location, Education, Industry, Interests
Up to 3 Locations	Up to 12 Locations	Up to 18 Locations
Private University Dashboard	Private University Dashboard	Private University Dashboard
Competitor Insights (up to 5) <ul style="list-style-type: none"> <li>- Social Media</li> <li>- YouTube</li> <li>- Website Visitors</li> </ul>	Competitor Insights (up to 10) <ul style="list-style-type: none"> <li>- Social Media</li> <li>- YouTube</li> <li>- Website Visitors</li> <li>- News Mentions</li> <li>- Public Interest (Google)</li> </ul>	Competitor Insights (up to 20) <ul style="list-style-type: none"> <li>- Social Media</li> <li>- YouTube</li> <li>- Website Visitors</li> <li>- News Mentions</li> <li>- Public Interest (Google)</li> <li>- Ad Spend and Creative</li> </ul>
Monthly Reporting	Monthly Reporting	Monthly Reporting
Sample Ad Message Testing	Sample Ad Message Testing	Sample Ad Message Testing
	Search Intent Analysis	Search Intent Analysis
		Historical Data (up to 5 years)
		Alumni Tracking & Analysis
Up to 5 Surveys	Up to 8 Surveys	Unlimited Surveys (sequentially)



# Thank You

American Caldwell specializes in providing market research and marketing strategies for higher education institutions.

Our mission is to empower educational institutions worldwide with customized, data-driven insights and research, enabling them to make informed decisions that elevate institutional visibility and drive strategic growth.

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