



Adelphi ran mobile mall campaign via EYE's Amplify Network



Results:

- Number of mobile device detections: 183,176
- Number engaged with campaign: 33,776 (18%)
- Number of Opt-Ins: 28,568 (85%)
- Number of Opt-Outs: 5,208 (15%)

Objective:

Adelphi University was looking for an innovative way to **attract new students** and build **awareness** within their community.

Goals:

- **Create awareness** in the local community and attract new students for **Adelphi University**
- Get **consumers** to preview a video featuring Adelphi campus life which would **encourage** them to find out more about the Long Island institution

Strategy:

Utilize EYE's Mall Media and Proximity Marketing Network with an eight week campaign across four malls in the Long Island area (Queens Center, Roosevelt Field, Smith Haven, Walt Whitman and The Westchester) and deliver content to consumers' mobile phones so they would inquire about Adelphi University.



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