eEffective
buyers utilized
The Trade Desk's
demand-side tech on a
higher-ed campaign
to beat Amazon's CPA by 7x
and **Rocket Fuel's by nearly 2x**

Built for Higher Education

Charged with growing applications for a national online university, eEffective employed a "household" strategy optimizing the campaign to reach all members of the home of likely applicants.

"We're built for higher ed clients," says Nate Carter, Managing Director at eEffective. "It's a complex field and our buyers have honed their skills over time – the platforms that afford us the most transparency and control allow us to flex our expertise in the most significant way.

He continues: "For us, The Trade Desk has been that partner. The results speak for themselves."

FIG 1.1 – COST PER COMPLETED APPLICATION

theTradeDesk	RadiumOne	Rocket Fuel	Amazon
$249	$290	$451	$1,762

eEffective is a digital trading desk that solves the "black box" problem of programmatic online advertising. For more information, visit eeffective.com/edu.