MOTIMATIC

TARGET AUDIENCE

- Stop-out students that enrolled in an online course between Fall 2021 and Summer 2023
- 5,504 students in audience

CAMPAIGN DETAILS

- Live dates: 12/11/23 03/18/24
- Ads ran on: Facebook, Instagram, Snapchat, Pinterest, YouTube

RESULTS

24,605

Total Engagements

1,751

Total Clicks

RESULT

88

Stop-Out Students Registered

Motivation Principles Utilized

