

Quinnipiac university



BRAND EXPOSURE

CAMPAIGN RESULTS

12 MONTH CYCLE

7,265 visits to Premium Microsite

8,204 interactions within the Microsite

25,545 Opened and Viewed Messages

45,213 total interactions on Ci app

1,988 Students "Favorited" Quinnipiac

BRANDING SUCCESS

1

7,300

STUDENTS WHO HAVE
DEMONSTRATED INTEREST

2

51%

AVERAGE OPEN RATE
OF ALL MESSAGING

3

244%

INCREASE OF STUDENTS
WHO FAVORITED QU