Digital Marketing for Baylor University
Retargeting
(updated 4/12/19)

BACKGROUND: Digital marketing in support of Baylor University, including student recruitment, requires coordination across programs and digital channels, understanding potential risks vs. benefits, and data sharing between University partners. Guiding this effort is an understanding that digital marketing success will be pursued in balance with University values and mission. All content and digital concepts must adhere to university graphics standards and also require approval by Baylor personnel (generally in University Marketing and Communications) prior to placement.

ADVANTAGES: Retargeting allows advertisers to concentrate marketing efforts with those who have shown interest by visiting a website. Placing a tracking pixel provides the ability to "retarget" an ad to the visitor on other social media outlets or websites, offering follow-up opportunities for engagement, lead generation or completion of an action.

POTENTIAL DISADVANTAGES: Depending on the advertiser placement controls, Baylor advertisements could be placed on sites or editorial content that is counter to our mission and values. There is also a risk that we will inundate a potential visitor with advertisements to the point it appears to be "creepy."

GUIDELINES: To be effective, a multi-level strategy including a high quality, high performing diverse media portfolio (paid search, paid social, portal listings, email prospecting, retargeting) is essential to ensure:

- **Efficient placements** – prevent ad fraud to ensure the domain and unique site IDs match prior to ad delivery. Campaign optimization should be an on-going process to add/remove domains for unusual or poor performing CTRs may be occurring.
- **Brand protection** – Campaigns should be sensitive to the values and mission of Baylor such that ads are safe from or are filtered from selected websites, social media outlets, or editorial content. Generally, campaigns should not appear on websites or pages that are in conflict with the mission or polices of Baylor University. For specific guidance, please contact Digital Marketing in the Division of Marketing and Communications.
- **Program recruitment** – The ultimate goal is to ensure quality recruitment that edifies the Baylor brand.

End-of-month digital marketing reports should be submitted to program office, the Vice Provost for Graduate and Professional Education (for online graduate professional education programs), and University Marketing and Communications on the overall lead generation efforts (gross impressions, clicks, CTR, conversions by targeted geography, and application stats (starts, submits, completes, admits, enrolls)).