



**PERFORM**  
MEDIA  
EDUCATION SOLUTIONS

# High Performance Solutions for Education Marketers

With Tech Powered by **media.net**



Perform Media Search provides advertisers and agencies direct access to the **Media.net** publisher network.



**Exclusive, direct access** to high-performance, keyword-based ads across the Media.net publisher network.



**Access to top Comscore publishers** in a network with over 10 billion monthly ad impressions across 500,000+ sites.



**High engagement with our 2-click search model** that funnels highly qualified traffic and eliminates fraud.



**Contextual recommendations** combined with the power of Search and Native advertising.



**The Perform Console** and our expert client services team works with you to achieve your campaign goals.



**Easy portability**, thanks to existing campaigns that can be leveraged to get started.

## Say Hello to COLLEG **E** NROLL

Perform Media leverages its exclusive partnership with the Media.net publisher network to reach an organic, high-intent student audience. We help education marketers get an A+ on their KPIs.

Along with its expertise in contextual advertising, Media.net offers its owned and operated property, **CollegEnroll** - the platform of choice for students looking to discover universities that match their higher educational goals.

### Our Performance Report Card

Thanks to a team of experts, universities land high-intent, qualified leads. CollegEnroll delivers:

**30,000**

Leads  
Per Month

**4M**

Average Ad  
Clicks per Month

**4 - 7%**

Lead to  
Enrollment Rate

**10 - 14%**

Lead to  
Application Rate

### The CollegEnroll Prospectus

- ✓ Delivers **relevant, hyper-targeted** leads to universities
- ✓ Offers a **quick-and-easy match process** that connects universities with prospects
- ✓ Hits **high conversion rates**, right from expressions of interest to submitted applications
- ✓ Grants students access to an **actively updated, rich knowledge repository**

### Why CollegEnroll Tops the Class

- ✓ **Partners with leading US higher education institutes** to help them reach their enrollment goals
- ✓ **Industry's sharpest unique-match algorithm** informed by rich user data, iterative feedback loops and a robust lead-filtration mechanism
- ✓ **High likelihood of converting applications to enrollment** by matching students with hyper-relevant colleges and courses