Data-Driven Digital Marketing Trends in Education
Behavior and Benchmarks Guide
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Foreword

The competition for attention in digital channels is increasing, so smart marketers are learning from performance data to refine their targeting, campaign design, and media mix to reach, interest, and persuade educators.

In this guide, we offer insights and performance analysis for select digital channels and takeaways on what the results mean for education marketers.

For the 2020 Data-Driven Digital Marketing Trends in Education: Behavior and Benchmarks Guide, MDR analyzed more than 6,000 email campaigns deploying over 102 million delivered emails, more than 200 Facebook campaigns generating 13.8 million impressions, and more than 100 web advertising campaigns, resulting in 13 million impressions that ran over the course of 2019.
Why Educators

There are millions of educators in the United States and we’re on a first-name basis with almost all of them.

After decades of studying and engaging with educators, we’ve become firm believers that they represent an extraordinary opportunity for organizations, and by detailing their digital behavior in this report, we hope to give you the tools to capture that opportunity for your company or nonprofit.
Educators Are an Attractive Audience

As Consumers - Highly educated, financially stable, and savvy shoppers, educators are responsive to offers for travel, health & fitness, cultural events, and more.

As Professionals - From district supervisors to teachers, all educators are involved in purchasing and can be targeted by role, grade, subject, or firmographics.

As Influencers - Trusted in their communities, educators offer brands and causes a unique opportunity to reach a wide audience with a targeted message.
Educators Are Digital Natives

Today’s educators and students are members of the digital generation. Educators have embraced the digital world in their use of email, online shopping, and social media.

In comparison to the general population, educators are Media Mavens who do more reading and get their news online. They are also more Digitally Inclined than the general population as they love their devices, are tech savvy, and are avid users of social media.

This has proven especially true as they respond to the COVID-19 Pandemic.
Stay at Home Digital Channel Trends

Remote Learning Impacts Social Time

A limited-time sampling of digital channel marketing performance over the last three months of the 2019–2020 school year shows an uptick in educator engagement on digital channels.

As educators problem-solve the unique challenges of remote learning, they are reaching out to peers and trusted sites for ideas, materials, and resources.
Digital Activity, March – May 2020

**Email**
- March: 5.14%
- April: 5.05%
- May: 5.34%

**Social**
- March: +3.9%
- April: +60.0%
- May: +60.0%

**Web**
- March: +105%
- April: +79%
- May: +37%

Website page views year-over-year growth 2019-2020

Data sourced from MDR customer campaigns delivered throughout 2019.
Digital Helps Educators Adapt

As educators navigate this “new normal,” their reliance on digital increases for:

• 2020–2021 school year planning
• Sourcing remote learning resources and materials
• Connecting with peers to share ideas
• Brushing up on technical skills

Digital channels are especially well-suited for educator outreach right now.
What We Studied

A study is only as good as its source data, and MDR is in a unique position to draw solid conclusions about educators’ digital habits by examining the campaigns we deploy for, and with, our clients. Remember, MDR deploys prospecting emails, so the findings in this report should not be compared with emails sent to opt-in lists.

Data sourced from MDR customer campaigns delivered throughout 2019.
Email Marketing

CHANNEL INSIGHTS
Email marketers can expect an average return of $38 for every $1 spent on email marketing.

— Direct Marketing Association

Email Marketing Insights

Dollar for dollar, email is still the most direct, fastest, and most cost-effective method of one-to-one communication with customers and prospects.

Our study commissioned from Simmons National Consumer Survey found that for teachers, emails were the most influential in prompting them to make a purchase.
Email Marketing Insights

Leads to the Next Step

Clicks and conversions are good, but the ultimate goal of any prospecting email campaign is leads.

High-value data about prospects is what marketing and sales teams need to progress a lead down the funnel.

MDR Leads include important data fields, such as school name, job title, and mailing address, for the individuals who have shown interest in your message.
Email Marketing Insights

Benchmarking Campaign Performance

To help you benchmark the performance of your email campaigns to educators, we analyzed prospecting email campaigns and offer our averages over 6,000 campaigns.

NOTE: These findings should not be compared with emails sent to opt-in lists.

6,000+ campaigns
Email Marketing Insights

Benchmarking Deliverability

Deliverability measures whether your email lands in the inbox, spam folder, or another folder.

Deliverability depends on smart implementation:

• A high volume of the same email to the same domain indicates emails are likely promotional.

• Promotional email can be rejected by the receiving domain or shunted to a spam folder.

• IP reputation plays a major role in email deliverability.

15,168 average DELIVERED per campaign

Data sourced from MDR customer campaigns delivered throughout 2019.
Email Marketing Insights

Benchmarking Open Rates

- **Open Rate** is the relationship of Total Opens and Delivered Emails for campaigns (excluding trigger and responder sends).

- **Unique Open Rate** is the relationship between Unique Opens and Delivered Emails.

MDR’s Open Rate performance reflects:
- Consistent use of best practices in targeting, email and campaign design, and implementation.
- MDR’s excellent sender reputation results in 96% deliverability.

5.21% average UNIQUE OPEN RATE per campaign

Data sourced from MDR customer campaigns delivered throughout 2019.
Email Marketing Insights

Benchmarking Distinct Audience Reach

- **Frequency** is the number of times, on average, a unique email address received a message from a specific sender.

- **Distinct Audience Reach** refers to the unique individuals reached across multiple campaigns.

MDR uses data to narrowly define audiences for maximum potential audience reach.
Email Marketing

CHANNEL PERFORMANCE
Campaign Size Matters

Go Small to Win Big

Smaller campaigns have higher open and click-through rates.

In fact, every increase in campaign size shows a corresponding reduction in open and click-through rates.
Data sourced from MDR customer campaigns delivered throughout 2019.

Campaign Size

<table>
<thead>
<tr>
<th>Campaign Size</th>
<th>Average Unique Open Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1,000</td>
<td>8.58%</td>
</tr>
<tr>
<td>1,000 – 4,999</td>
<td>5.92%</td>
</tr>
<tr>
<td>5,000 – 9,999</td>
<td>4.71%</td>
</tr>
<tr>
<td>10,000 – 19,999</td>
<td>3.58%</td>
</tr>
<tr>
<td>20,000 – 29,999</td>
<td>3.11%</td>
</tr>
<tr>
<td>30,000 – 39,999</td>
<td>2.52%</td>
</tr>
<tr>
<td>40,000 – 49,999</td>
<td>2.73%</td>
</tr>
<tr>
<td>50,000 – 99,999</td>
<td>2.64%</td>
</tr>
<tr>
<td>100,000 – 149,999</td>
<td>2.44%</td>
</tr>
</tbody>
</table>
Timing Affects Performance

Competing for Attention?

Off-peak deployment carries the benefit of a less competitive inbox.

Teacher email behavior will resemble your own. What times of day do YOU read email? Browse Facebook?

Experiment: there may be opportunity in off-peak and weekend times.
Performance: Unique Open Rates by Day of the Week

Data sourced from MDR customer campaigns delivered throughout 2019.
Timing Performance: Unique Open Rates by Time of Day

Data sourced from MDR customer campaigns delivered throughout 2019.
Timing Performance: Monthly

Data sourced from MDR customer campaigns delivered throughout 2019.
Email vs. Social: The 24-Hour Cycle

Data sourced from MDR customer campaigns delivered throughout 2019.
Line of Business Performance

Segmentation Matters

Benchmark campaign performance against industry peers vs. overall averages to set appropriate expectations.

Campaign response varies by job title. Use this information to focus on the most likely audiences for your offering.

Guidance Counselors are a responsive audience across most lines of business.
Line of Business Performance

Data sourced from MDR customer campaigns delivered throughout 2019.
Job Title Performance

Hundreds of job titles emailed, these are the top 20 being the most represented.

- Assistant Principal
- Elementary School Teacher
- English/Language Arts
- Fifth Grade
- First Grade
- Fourth Grade
- Guidance Counselor
- Kindergarten
- Library/Media Specialist
- Math
- Paraprofessional
- Physical Education
- Principal
- Science
- Second Grade
- Seventh Grade
- Sixth Grade
- Social Studies
- Special Education
- Third Grade

Principals are often included with other teaching job titles.
Data-sourced from MDR customer campaigns delivered throughout 2019.

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Unique Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant Principal</td>
<td>2.94%</td>
</tr>
<tr>
<td>Elementary School Teacher</td>
<td>6.40%</td>
</tr>
<tr>
<td>English/Language Arts</td>
<td>4.61%</td>
</tr>
<tr>
<td>Fifth Grade</td>
<td>4.12%</td>
</tr>
<tr>
<td>First Grade</td>
<td>4.89%</td>
</tr>
<tr>
<td>Fourth Grade</td>
<td>4.22%</td>
</tr>
<tr>
<td>Guidance Counselor</td>
<td>4.45%</td>
</tr>
<tr>
<td>Kindergarten</td>
<td>4.83%</td>
</tr>
<tr>
<td>Library/Media Specialist</td>
<td>2.69%</td>
</tr>
<tr>
<td>Math</td>
<td>3.86%</td>
</tr>
<tr>
<td>Paraprofessional</td>
<td>6.30%</td>
</tr>
<tr>
<td>Physical Education</td>
<td>6.02%</td>
</tr>
<tr>
<td>Principal</td>
<td>2.76%</td>
</tr>
<tr>
<td>Science</td>
<td>3.40%</td>
</tr>
<tr>
<td>Second Grade</td>
<td>4.23%</td>
</tr>
<tr>
<td>Seventh Grade</td>
<td>4.12%</td>
</tr>
<tr>
<td>Sixth Grade</td>
<td>3.97%</td>
</tr>
<tr>
<td>Social Studies</td>
<td>4.52%</td>
</tr>
<tr>
<td>Special Education</td>
<td>5.28%</td>
</tr>
<tr>
<td>Third Grade</td>
<td>4.30%</td>
</tr>
</tbody>
</table>
Job Title Performance: By Line of Business

### Agency/Broker/Wholesaler
- Art Teacher: 6.48%
- Director: 4.75%
- Principal: 4.17%
- Guidance Counselor: 4.01%
- Special Education Teacher: 3.92%

### Assessment/Testing
- Reading/Literacy Coach: 3.09%
- Guidance Counselor: 2.52%
- English/Language Arts Teacher: 2.48%
- School Psychologist: 2.19%
- Assistant Principal: 2.03%

### Association/Non-Profit
- Spanish Teacher: 5.99%
- Secondary Teacher: 5.86%
- School Secretary/Admin Assistant: 4.79%
- Physical Education Teacher: 3.88%
- Guidance Counselor: 3.64%

### Consumer Products
- Kindergarten Teacher: 4.80%
- Fourth Grade Teacher: 4.79%
- First Grade Teacher: 4.78%
- Second Grade Teacher: 4.71%
- Fifth Grade Teacher: 4.65%

### Content/Curriculum
- English/Language Arts Teacher: 4.26%
- Nurse: 2.87%
- Superintendent: 2.72%
- Kindergarten Teacher: 2.63%
- First Grade Teacher: 2.61%

### Professional Development
- Elementary School Teacher: 4.79%
- Sixth Grade Teacher: 3.96%
- Guidance Counselor: 3.51%
- First Grade Teacher: 3.42%
- Third Grade Teacher: 3.42%

### Publishers: College
- Political Science Dept: 9.22%
- History Dept: 9.12%
- English Dept: 7.89%
- Sociology Dept: 7.75%
- Psychology Dept: 7.09%

*Popular titles across all lines of business.*
Job Title Performance: By Line of Business

Publishers: Integrated
- Second Grade Teacher: 6.99%
  - Math Teacher: 6.80%
- First Grade Teacher: 6.56%
- Kindergarten Teacher: 6.56%
- Third Grade Teacher: 6.45%

Publishers: Supplemental
- Spanish Teacher: 4.02%
  - Principal: 4.00%
- Special Ed Teacher: 3.75%
  - Math Teacher: 3.72%
  - English/Language Arts Teacher: 3.64%

Publishers: Textbook K-12
- Science Teacher: 3.13%
  - Principal: 2.72%
  - Math Teacher: 2.62%

Publishers: Other
- English Dept: 7.29%
  - Art Teacher: 3.30%
  - English/Language Arts Teacher: 3.22%
  - English Dept Chair: 2.67%
  - Library/Media: 2.28%

School Supply & Equipment
- Physical Ed Teacher: 3.00%
  - Principal: 2.09%
  - Assistant Principal: 1.74%
  - School Secretary/Admin Assistant: 1.54%

Travel/Enrichment
- Third Grade Teacher: 3.68%
- First Grade Teacher: 3.44%
- Second Grade Teacher: 3.23%
- Science Teacher: 2.69%
  - English/Language Arts Teacher: 2.55%
Subject Line Words

Few Winners, Fewer Losers

There are no ‘magic’ words for subject line optimization. But very specific subject lines trend towards higher performance.

When talking savings, actual dollar figures perform better than percentages.

Email filters block fewer trigger words. Why? Email filtering has moved towards systematic review of sender, engagement, and more.
Subject Line Word Performance

$$ 5.26\% \quad \text{Average Unique Open Rate} \quad 324 \quad \text{Count of Campaign Name} $

Free 3.44\% \quad \text{Average Unique Open Rate} \quad 409 \quad \text{Count of Campaign Name} $

Percent Off 1.80\% \quad \text{Average Unique Open Rate} \quad 102 \quad \text{Count of Campaign Name} $

? 4.99\% \quad \text{Average Unique Open Rate} \quad 385 \quad \text{Count of Campaign Name} $

First Name 3.20\% \quad \text{Average Unique Open Rate} \quad 188 \quad \text{Count of Campaign Name} $

Data sourced from MDR customer campaigns delivered throughout 2019.
Email Best Practices

These overall best practices contributed to our clients’ recent improvements in email campaign performance:

Segment Down to a Unique Audience
✓ Make campaign goals specific, realistic, and measurable
✓ Segment to fewer than 50,000 emails
✓ Tell them how YOUR product or service solves THEIR specific problem

Personalize to Stand Out in the Inbox
✓ Personalize To and From fields to get opens
✓ Insert dynamic content to show message relevance (for example, use the recipient’s first name, company name, job title, or location)

Make Every Word Count
✓ Very specific subject lines trend to higher performance
✓ Put your value statement up front
✓ Talk THEIR benefit in CTA text

Integrate Campaigns for Better Results
✓ Use multiple channels for more impact
✓ Be where your audience is
✓ Keep brand, message, and design consistent
✓ Make each channel touch lead to the next
✓ Select the right channels for the job
Facebook Advertising Insights

Facebook is still the world’s most popular social network with 2.41 billion monthly active users worldwide.

An average Facebook user clicks on 11 ads per month.

Facebook accounts for 80.4% of U.S. social referral share to ecommerce sites.
Facebook Advertising Insights

Facebook is the most popular channel among educators.

Facebook needs to be part of your marketing mix to reach and engage the education audience.

Source: MDR’s Teachers as Consumers: Background, Interests, Buying Patterns, and Media Uses.
Both Facebook posts and paid ads have a place in education marketing, each with its own best application.

Focus Facebook ad content on brand awareness, offers, and audience building.

### Facebook Advertising Insights

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Organic Social Marketing</th>
<th>Paid Social Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target Audience</strong></td>
<td>Relationship Nurturing</td>
<td>Brand awareness, short-term offers, audience building</td>
</tr>
<tr>
<td>Current Followers</td>
<td>Prospective audiences targeted by demographics or interests</td>
<td></td>
</tr>
<tr>
<td><strong>Cost</strong></td>
<td>Free, social marketing team time</td>
<td>$ Investment</td>
</tr>
<tr>
<td>Website Traffic</td>
<td>Sustained traffic over time</td>
<td>A surge of visitors when ad posts</td>
</tr>
</tbody>
</table>
Facebook Advertising Insights

Benchmarking Performance

To help you benchmark the performance of your Facebook advertising to educators, we offer our averages from an analysis of MDR-managed ad campaigns.

MDR’s Facebook advertising audiences are composed of verified educators based on the hundreds of data elements in the MDR Educator Database vs. Facebook’s targeting criteria.

66,230 Impressions
14,740 Reached
6.83 Average Frequency
.64% Total CTR
2.69% Unique CTR
Facebook Advertising Insights

Benchmarking Performance

Adding video to Facebook Ads improved both Total and Unique CTR.

Hootsuite research found that Facebook users watch close to 3 billion hours of video every day, including over 16 minutes of video ads every month.

.75%  Total CTR
3.69%  Unique CTR
Facebook Advertising

CHANNEL PERFORMANCE
Facebook Ads Performance

Campaign Size

Unique CTR is a measurement of individuals reached and individuals who clicked through. (Unique Clicks / Reach)

Unique CTR is commonly higher than total CTR when ads are served to a data-driven and narrowly targeted audience.

Data sourced from MDR customer campaigns delivered throughout 2019.
Facebook Ads Performance

Campaign Size

Total CTR measures the relationship between impressions served and total clicks.

A unique and data-driven approach to Facebook Ad campaigns helps to maintain relevancy and improve performance.
Facebook Ads Performance

Campaign Size

Campaigns of 20,000–49,000 were the most common, which resulted in their higher performance in impressions served.

Data sourced from MDR customer campaigns delivered throughout 2019.
Facebook Campaign Size Takeaways

Keep Your Focus

Using MDR’s Custom Audiences versus Facebook’s targeting criteria gives you the flexibility of managing your own advertising audiences and campaigns.

Advanced targeting allows you to appropriately size campaign budget and impression goals based on a known audience size.
Average Unique Click-Through Rate by Platform

- Messenger: 1%
- Instagram: 1.4%
- Audience Network: 1.5%
- Facebook: 2.6%
Facebook Ad Placement Options

Stay Central to Be Seen

Facebook offers a variety of placement options, but engagement remains high for traditional newsfeed and right column ads.

Audience network ad placements cost a lot less than other placements and due to the mobile format, can stand out a bit more than those in the newsfeed.

Facebook Advertising is effective in getting clicks from the right people, on their time.
Facebook Ads Performance: Placement

Top 3 for Performance

- Facebook News Feed
- Facebook Right Column
- External App Banner, Native & Interstitial

Data sourced from MDR customer campaigns delivered throughout 2019.
## Facebook Ads Performance: Placement

<table>
<thead>
<tr>
<th>Placement</th>
<th>Total Impressions</th>
<th>Total Page Engagement</th>
<th>Total Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explore</td>
<td>0.11%</td>
<td>0.28%</td>
<td>0.04%</td>
</tr>
<tr>
<td>Feed: News Feeds</td>
<td>51.12%</td>
<td>57.30%</td>
<td>74.33%</td>
</tr>
<tr>
<td>Feed: Video Feeds</td>
<td>0.29%</td>
<td>0.81%</td>
<td>0.18%</td>
</tr>
<tr>
<td>Instant Article</td>
<td>4.74%</td>
<td>5.14%</td>
<td>1.77%</td>
</tr>
<tr>
<td>In-Stream Video</td>
<td>1.86%</td>
<td>7.66%</td>
<td>1.27%</td>
</tr>
<tr>
<td>Marketplace</td>
<td>2.89%</td>
<td>3.27%</td>
<td>2.00%</td>
</tr>
<tr>
<td>Messenger Inbox</td>
<td>0.58%</td>
<td>0.06%</td>
<td>0.51%</td>
</tr>
<tr>
<td>Messenger Stories</td>
<td>0.09%</td>
<td>0.10%</td>
<td>0.19%</td>
</tr>
<tr>
<td>Native, Banner, and Interstitial</td>
<td>13.87%</td>
<td>17.65%</td>
<td>10.77%</td>
</tr>
<tr>
<td>Rewarded Video</td>
<td>0.36%</td>
<td>5.27%</td>
<td>0.32%</td>
</tr>
<tr>
<td>Right Column</td>
<td>20.13%</td>
<td>0.47%</td>
<td>4.20%</td>
</tr>
<tr>
<td>Search Results</td>
<td>0.01%</td>
<td>0.01%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Stories</td>
<td>3.95%</td>
<td>1.97%</td>
<td>4.42%</td>
</tr>
</tbody>
</table>

Data sourced from MDR customer campaigns delivered throughout 2019.
Facebook Ads by Line of Business

The When and Where

Professional Development and Travel related messages get more attention from teachers via Facebook Ads vs. email.

Educators are most actively engaged in social media during the month of July when they have more time. Summer is an opportune time for social marketing to educators, especially for topics like professional development.
Facebook Ads Performance: Line of Business

Data sourced from MDR customer campaigns delivered throughout 2019.
Facebook Advertising Best Practices

Through our WeAreTeachers channels, we’ve learned there are specific themes, tactics, and strategies that make social content successful with educator audiences. Here are some of our insights:

**Be Where They Are**

- Using your email subject line as the headline of a Facebook Ad allows for the end user to be familiar with the offer as they see it.

**Be Responsive. Test and Retest**

- Facebook Ads provide extended reach and click opportunity to an anonymous audience, without the filter of an inbox.

**The Content That Moves Teachers**

- Show them that you know them—content should demonstrate a command of the issues they face in education or in their corner of the district or curriculum.

- Give them something they can use—classroom tools that are practical, relevant, visually appealing, and tailored to their needs.

- Timely or evergreen—content that is current and topical to what they are teaching, or that is evergreen and useful from one school year to the next.
Display Ads

CHANNEL INSIGHTS
Display Advertising Insights

Educators spend a significant amount of time online for business and personal reasons.

They spend time seeking materials to use in the classroom, and they are consumers like the rest of us, managing their busy lives by shopping, getting their news, and interacting in social spaces online.

✓ Across all ad formats and placements display ad CTR is just 0.05%

✓ Display ads have three seconds to convey the brand’s message

✓ Display advertising has proven to increase traffic to websites by 300%
Display Advertising Insights

In our study commissioned from Simmons National Consumer Survey, 44% of educators said they had been encouraged to purchase a product or service as a result of online advertising.

Web advertising is an effective ingredient in any campaign to capture educators’ attention and purchases.

Consider multiple screen sizes and operating systems in use by your audience when designing display ad creative, as well as the landing page the creative is driving visitors to.
Display Advertising Insights

In-App Display Advertising

“With sophisticated data tracking and user targeting, the in-app environment also allows advertisers to reach consumers with pinpoint accuracy.”

SOURCE: https://www.smaato.com/guide-to-in-app-advertising/
Display Ads

CHANNEL PERFORMANCE
Display Ad Size Considerations

Follow the Inventory

The dominance of the 300x250 ad size in impressions served demonstrates the importance of mobile as a placement platform for ads targeting educators.

Let ad inventory availability guide you to under-utilized ad sizes that can deliver better performance.
Display Ads Performance: Ad Sizes

Percentage of Impressions Served by Specific Ad Sizes:
- 728 x 90: 28%
- 160 x 600: 11%
- 300 x 250: 61%

Average CTR by Ad Size:
- 160 x 600: 0.52%
- 300 x 250: 0.24%
- 728 x 90: 0.51%

Data sourced from MDR customer campaigns delivered throughout 2019.
Mix Display Ad Size & Content

Keep It Fresh

If you don’t want educators to tune out an ad because they have seen it before (AKA “ad blindness”), use multiple versions of the creative and alternate web ad sizes to make the ad seem new and stand out.
Display Ad Formats

Top 3 for Performance

Medium Rectangle:
**Available for:** Text Ad, Display Ad, Mobile Text, and Display Ad

Performs well when embedded within text content or at the end of articles.

Leaderboard:
**Available for:** Text Ad, Display Ad

Performs well if placed above the main content, and on forum sites.

Wide Skyscraper:
**Available for:** Text Ad, Display Ad

Best if used along sidebars of webpages.

Data sourced from MDR customer campaigns delivered throughout 2019.
Display Ad Apps & Sites Options

Reach Educators While Off Duty

Brainy games, news sites, and real estate and entertainment sites are a draw for educators. Rather than relying exclusively on education-focused sites, audience-based advertising allows you to get your message in front of educators across their web activity, rather than trying to guess where they will be.
Top Apps Where Educators See Display Ads

**Games**
- Wordscapes
- Sudoku
- Spider Solitaire
- Daily Themed Crossword
- Words with Friends
- Words with Friends 2
- Jigsaw Puzzle Collection HD
- Word Stacks

**Entertainment/Lifestyle**
- theCHIVE
- TuneIn
- WEBTOON
- MyFitnessPal
- MeetMe

**News**
- FOX NEWS

Data sourced from MDR customer campaigns delivered throughout 2019.
Top Sites Serving Display Ads

- mail.yahoo.com
- usatoday.com
- washingtonpost.com
- nytimes.com
- cheatsheet.com
- yahoo.com
- msn.com
- zillow.com
- live.com
- people.com
- ebay.com
- weather.com
- finance.yahoo.com
- quizlet.com
- pch.com
- cnn.com
- foxnews.com
- reddit.com
- realtor.com
- accuweather.com

Data sourced from MDR customer campaigns delivered throughout 2019.
Display Ad Best Practices

These are the best practices, that most contribute to client improvement, in web ad campaign performance:

**Align Ads with Marketing Goals and Customer Value**
- Campaigns with a defined goal and a clear consumer-facing message gain higher click-through and conversion rates
- Keep ads focused on what your audience finds valuable
- Avoid “drinking from the company water fountain” on what you find valuable or interesting about the offer

**Know Your Target Audience**
- Serve ads to your desired targeted audience only
- Remember who you’re talking to and why you are reaching out
- Use the words and design that will grab the attention of your specific audience

**Support Your Click-Through URL**
- Create a clear and engaging landing page experience for your target audience
- Incorporate some of the banner’s graphical elements to tie together the user experience and track conversions

**Keep It Simple**
- Include a single, strong message and clear image or design that resonates with your brand and target audience
- Avoid speedy color shifting and over-messaging your goal
- Don’t distract your audience from the action you desire
Summary

✓ Digital channels continue to offer education marketers impressive engagement and high ROI.

✓ The pandemic has only increased educator reliance on digital channels for professional and personal business.

✓ Increasing “noise” within digital channels makes aligning with educator behavior and best practices a requirement for success.

✓ Analyzing performance data can keep education marketers ahead of shifts in digital channel use and counter declining results.
About MDR

Because MDR is 100% committed to education, we are continually watching, measuring, and analyzing educators from every angle—economic, demographic, firmographic, technological, and cultural.

For more than 50 years, MDR has provided insights and structure to the complexities of the education marketplace through unique institution and personnel data and analytics. Innovative tools, unparalleled services and deep market knowledge speed customers go-to-market strategies while delivering critical database hygiene, structure and linkage to support modern CRM, Marketing Automation and ERP connectivity. MDR’s marketing services range from content development and marketing agency services to data-driven social and digital advertising solutions. Our media brand, WeAreTeachers, is one of the largest and fastest-growing web destinations for teachers.
Appendix

Sources cited within this guide to support MDR findings:

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