

Advertiser Case Study

Advertiser Overview

Dynasty Media matches people that would like to further their education or career with online education sites and Universities. DynastyEducation, a subsidiary of Dynasty Media, Inc., is dedicated to being the premiere resource site for the modern student. DynastyEducation provides information and resources for college certificates and degree programs in technical fields, in education, in business and medicine, in trades and in technology.

Objectives

Dynasty Media's advertising objectives are to run campaigns that attract potential customers/students that will sign up with one of their education providers.

Implementation

Working with their AdOn Network Advertiser Services Representative to determine what types of campaigns would deliver the best results, Dynasty Media began running Pop-Under Ad campaigns using both contextual and behavioral targeting options. They also implemented AdOn Network's ROI tracking pixel on their Website to help determine which traffic sources and keywords were the most effective and generated the highest ROI.

Results

Dynasty Media's contextual and behavioral Pop-Under Ad campaigns have continually succeeded in driving the results they were looking for. Since the inception of their first Pop-Under campaign, Dynasty Media has doubled their ROI, making \$2 in revenue for every \$1 they have spent on advertising.

Advertiser

Dynasty Media, Inc.



Industry

Education

Campaign Type

Pop-Under Ads

Testimonial

"We continue to run campaigns with AdOn Network because of their exceptional ROI and the fact that they always have the best interest of the advertiser in mind. We like the fact our account is very low-maintenance on our side and we can trust that our Account Rep is monitoring our campaigns to make sure everything runs smoothly."

- Stephen Berlingo
Dynasty Media Inc.

Contact AdOn Network

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