



Multimerica Media

Specialized Ad Marketplace

- Case Studies

AIMM GrowthFronts



DePaul University- HERE, WE DO. Campaign Overview

CAMPAIGN OVERVIEW



TIMING

June 1, 2023 — June 30, 2023
October 11, 2023 — December 15, 2023



GOALS:

- Drive increased awareness and consideration among prospective graduate students, prospective undergrad students, and parents of prospective undergraduate students
- Other KPIs will include efficiency of media buy/media performance vs. DePaul benchmarks



MEDIA CHANNELS:

- CTV
- OLV
- DISPLAY

PARAMETERS:

- At least 15% of the budget towards DEI audiences
- CPS Students: Chicago DMA
- Graduate Students: Chicago DMA
- FYF: Chicago DMA, Midwest (IN, IA, MO, OH, MI, MN)
- Parents: Chicago DMA, Midwest States
- 40% Chicago Students/60% from the other states
- 90% of the budget to go to priority zip codes and 10% of the budget to the rest of the state
- Show up for underserved populations in an authentic and helpful way across Chicago, IL and the Midwest (IN, IA, WI, MO, OH, MI, and MN)

CASE STUDIES



HERE, WE DO.



DePaul HERE, WE DO. Campaign Results

RESULTS SUMMARY:

Overall, Campaigns for both media efficiency and media performance were at or exceeded DePaul Benchmarks.

1. Overdelivered on Campaign Impressions
2. 30%+ of campaign spend reached diverse audiences across all media vs. Goal of 15%
3. Campaign performance for CTR on both video and display (at or above industry/DePaul standards)
4. CTRs were generally higher among DEI audiences reached
5. Overall strongest performance for CTRs was among graduate level audiences
6. CTV showed ability to reach wide range of targets across the media landscape



CASE STUDIES

 DEPAUL UNIVERSITY

Screen Captures- Ad Units



401(K) CONTRIBUTION LIMITS

Year	Contribution Limit
2021	\$19,500
2022	\$20,500
2023	\$22,500
2024	\$23,000

Source: IRS

Savers will be able to add another \$500 more per year to their 401(k)s and other retirement accounts from 2024, the IRS confirmed today.

But this is set to rise to \$148,000 and \$181,000 respectively. The cap is in place to prevent highly paid workers from benefitting from such tax advantages.

How much workers should be contributing to their retirement accounts is a hot debate.

Earlier this year certified financial planner Rachel Burns told DailyMail.com that as a general rule of thumb anybody **earning over \$75,000 should be maxing out** their 401(k) contributions each year.

'If you're earning \$75,000 and you don't have children but you do have somebody to share your living expenses with, it's probably a realistic goal to max out your 401(k),' she told DailyMail.com.

Burns added: 'It's hard to put a specific income figure on it as if you're looking after a family of four on \$75,000, you're going to have nowhere near enough money to max out your 401(k).'

ESTUDIA AQUÍ Y LLEGA LEJOS.

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NO SEPTIEMBRE

AD FEATURE

CASE STUDIES



USA TODAY

U.S. Israel War Sports Entertainment Life Money Tech Travel Opinion

CFP Championship: Predictions, odds, how to watch... COLLEGE FOOTBALL

Only half of us expect to pay off our December credit... MONEY

Toyota, Mercedes-Benz, Kia, Ford among 1.2 million cars... MOTOR VEHICLES

A Fraying coalition: Black, Hispanic, young voters... ELECTIONS

We're entering a leap year: Here's why it exists... HISTORY

Ready to hit the slopes? Save 50% at Four People's Ski... SKI/SNOWBOARDING

HERE, OUR COURSES WILL CHANGE YOURS.

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LEARN MORE

Discover

Meet the Beatles — again — It was a great year for music. Here are our top songs from Olivia Rodrigo, Post Malone, Jung Kook and more like Fall Out.

This 'diet' saved us \$1,000 (but not calories) — If you're New Year's resolutions to be better with your money, a "cash diet" might help.

Thousands of mobility aids damaged by wildfires — More than 30,000 who rely on mobility devices should take notice of damage by wildfires in Oregon. Here's what to know.

Highland Medical

The Weather Channel

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TOP STORY

FIVE DEAD IN STORM CIARÁN

Record Winds Devastate Europe, Travel Chaos

I have Neuropathy in my feet and I wear these shoes all day long.

STORM BATTERS IRELAND

Analysis of 'Unprecedented' Flooding

CTV SMARTFRAME TECHNOLOGY



CASE STUDIES



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HERE, YOU'LL GO ON TO DO BIG THINGS.

Creative with QR Code customized for all audiences on CTV Placements
audiences on CTV Placements



Quick Case Study Summaries- Ferrara Candy

Ferrara Candy

Campaign Dates: 9/14/23-9/30/23

Target: 18-49

Brand: TROLLI

Results: Overdelivered on impressions reaching target



Ferrara Candy

Campaign Dates: 10/2/23-11/30/23

Target: 18-49

Brand: NERDS

Results: Overdelivered on impressions reaching target



CASE STUDIES

Ferrara



Quick Case Study Summaries- Clorox

CLOROX

Campaign Dates: 10/16/23-12/13/23

Target: 18-49 including multicultural audiences

Brand:

Results: Overdelivered on impressions reaching target

CASE STUDIES





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