

**CASE STUDY**

INDIANA TECHNICAL UNIVERSITY

Expanding Digital Reach to Drive Awareness for Cybersecurity and Online Engineering Programs

CHALLENGES

Indiana Tech University sought to expand awareness and consideration among in-market military-connected education seekers, with a primary focus on its cybersecurity and online engineering programs. Fields aligned with both military skill sets and long-term workforce demand.

While Indiana Tech maintained its own outreach efforts, the institution faced limitations in scale and reach when attempting to consistently engage qualified veterans, military spouses, and transitioning service members across key markets.

The challenge was not demand, but coverage, filling critical gaps in exposure within the most veteran-dense states where prospective students are actively exploring education options.

SOLUTION

Indiana Tech partnered with Military Friendly® to execute a precision-targeted digital awareness and engagement campaign designed to complement and extend the university's existing recruitment initiatives. Leveraging Military Friendly®'s first-party military audience data, the campaign focused on reaching in-market education seekers across the top 20 veteran population states, ensuring national coverage where military learners are most concentrated.

- Program-specific messaging highlighting cybersecurity and online engineering pathways
- Clear articulation of flexible, online delivery options suited to military and working-adult lifestyles
- Sustained exposure over time to reinforce familiarity and credibility
- Targeting that prioritized relevance over volume, reaching learners actively considering next-step education

RESULTS

Over a six-month campaign period, Indiana Tech achieved consistent awareness and engagement among military-connected audiences, validating the effectiveness of a gap-filling, audience-first strategy.

Key outcomes included:

69,646 impressions delivered across priority veteran markets

898 link clicks, driving sustained traffic to Indiana Tech's Military Friendly® profile

1.29% link CTR and 1.91% overall CTR, exceeding typical benchmarks for education awareness campaigns

Strong engagement concentrated in veteran-dense states such as Texas, California, Florida, Ohio, Georgia, Michigan, and Illinois

Highly efficient delivery with a **\$0.40 average CPC**, enabling cost-effective national reach

Performance remained stable throughout the campaign flight, reinforcing message relevance and supporting continued consideration among in-market learners.



WHY IT MATTERS

This campaign demonstrates the value of strategic augmentation. By extending beyond internal recruitment channels and focusing on the highest-opportunity veteran states, Indiana Tech was able to meaningfully expand awareness for its cybersecurity and engineering programs without diluting its message or overspending on broad, non-qualified reach. Through Military Friendly®'s audience precision and trusted military ecosystem, Indiana Tech established a scalable model for supplemental outreach. One that strengthens visibility, reinforces program alignment, and supports long-term enrollment growth among military-connected learners.



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