



Players go all-in for Mediterranean College

THE OVERVIEW

Mediterranean College partnered with Matter22 to drive awareness and engagement among their target audiences.

THE GOAL

Cut through the noise during the student recruitment season by boosting awareness and consideration for Mediterranean College.

- **Creative formats:** Full-screen video ads in premium mobile games
- **Locations:** Key areas surrounding Mediterranean College campuses in Athens and Thessaloniki

THE SOLUTION

A digitally native strategy that connected Mediterranean College with highly targeted audiences inside gaming — a channel often overlooked by traditional advertisers, but proven to deliver strong engagement.

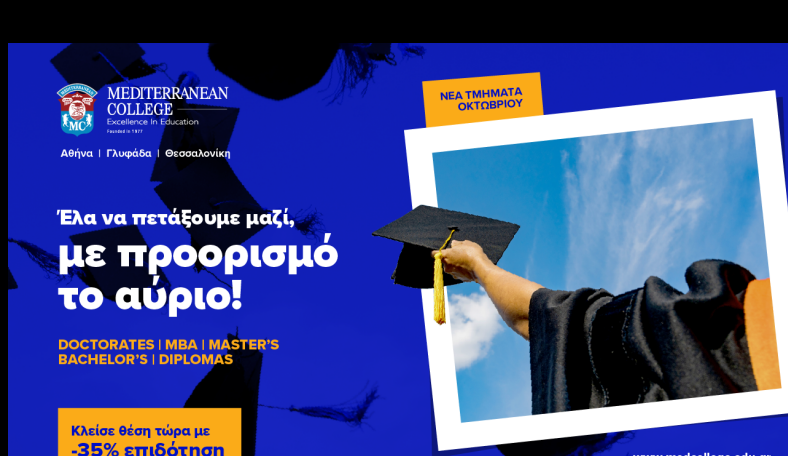
We executed a two-phase campaign leveraging pay-per-complete-view gaming inventory to maximize efficiency and complement Mediterranean College's **ongoing awareness and performance activities.**

Phase 1: Build Awareness

Delivered targeted video ads in relevant gaming environments with a distinct strategies per audience segment. This phase also served as a learning period to evaluate engagement and performance metrics and collect insights.

Phase 2: Drive Deeper Engagement & Traffic

- Optimized video ads using learnings from Phase 1.
- Launched a second-screen strategy during evening prime time, reaching users gaming while watching TV.
- Introduced static ad formats to boost website traffic and drive mid-funnel consideration.



THE RESULTS

The activation exceeded its set goals and drove **more than 20% of Mediterranean College's total website traffic** with 1 every 4 users landing on the website coming from gaming ads.


94%

viewability


5.6%

CTR


4.5%

incremental completed video views delivered (vs. initial booked) as a result of continued optimization

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We are sincerely satisfied with the results of the campaigns and the top-class work delivered by Matter 22! Their dedication drove positive impact on our project outcomes.

Robert Pefanis, Development & Communication Consultant
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