metro smartmail: **university**send

enrich your leads with **university**send targeted advertising for the higher education industry

Our latest product offering allows for advanced targeting to reach the most relevant customers in a timely manner.

universitysend is the leading digital and data provider for the higher education industry. Through targeted engineering, the **university**send algorithm to serves your ads to in-market student candidates searching for higher education opportunities within the past 7 days.

Our extensive database consists of potential students, allowing you to target the top candidates through **university**send's academia matching solutions and capture untapped prospects and leads.

active users	cpm
10,000-49,999	$100
50,000-99,999	$90
100,000-249,999	$80
250,000+	**ask sales rep**

Minimum target per campaign is 10,000 emails.

how it works

1. **Target.**
   universitysend's algorithm identifies in-market academia seekers searching for higher education opportunities within the past 7 days.

2. **Reach & remind.**
   Your ad is served to this active audience across top premium higher education websites, such as **topuniversities.com, universityherald.com** and **collegefreakz.com**, as well as **Facebook** and **Twitter**. Through IP-data matching, the **university**send program simultaneously gets your ad directly into this active audiences' inbox and retargets those who click on your email ad 48 hours later.

3. **Enroll.**
   At the end of the program, **university**send provides you with warm and hot leads of everyone who has opened and clicked on your email campaign. If provided by the institute, we will do a cross match of converted enrollments from our program.