



# GLACIER DIGITAL

THE EXCLUSIVE EDUCATIONAL PROGRAMMATIC PLATFORM

POWERED BY

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# WHY GLACIER DIGITAL?

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Our award-winning platform simplifies your digital campaigns with easy set-up, management and reporting.

With over 10 years of brand building, a 93% customer retention rate and having successfully handled over \$10 million digital media spend, we are the clear-cut choice to re-vamp your digital campaigns.

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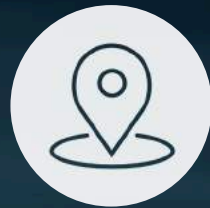
# THE PROOF IS IN THE PLATFORM

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## SIZE AND SCALE

Access all major exchanges including Google, OpenX, Rubicon, AOL, and CPAX across 250,000 websites.



## HYPER LOCAL TARGETING

Reach students at critical moments, based on GPS location then layer on rich demographic segments to build a hyper local and segmented audience profile.



## BRAND SAFETY

Integrations with comScore (Proximic), Peer39 & Grapeshot provide additional safety filters to protect your investments.



## TRANSPARENCY

Search and filter inventory from any site, publisher or exchange. Dynamic CPMs ensure you get the highest quality inventory at transparent pricing.



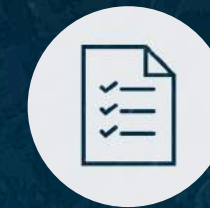
## DEMOGRAPHIC TARGETING

Eliminate waste by only paying to target students and influencers. We customize data sets to ensure you don't waste a single dollar.



## RETARGETING

Retargeting across Mobile including apps, Facebook, video and the web. Track how your retargeted audiences convert and build a valuable marketing asset.



## REAL-TIME REPORTING

Transparent reporting and costs giving you the ability to gather rapid insights into your campaigns without delays.



## BEAUTIFUL PLATFORM

Finally, a beautiful, easy to update, easy to change platform that makes executing digital campaigns a joy.

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# TARGET PRIMARY EDUCATIONAL DEMOGRAPHICS

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## HIGH SCHOOL STUDENTS

Students from the ages of 14-17 are the most impressionable demographic in educational marketing & advertising. Let us make your brand the first and last thing they see on their mobile devices, favorite apps, and websites.



## PARENTS AND INFLUENCERS

We know parents, friends and peers can influence a person's educational decision. We can target mobile trends to advertise your message directly to these influencers.



## MATURE STUDENTS

Glacier Digital can target any aged student at any time. Based on culture, lifestyle and internet trends, we can target the right students you need to increase applications for certain degrees, programs and overall enrollment.



## INTERNATIONAL & OUT-OF-STATE

Looking to grow your presence beyond your local community? Let us target students for you anywhere in the world! You build the message and we'll spread it across the world to the right people.

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# REAL RESULTS - TESTIMONIALS

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"We've used a lot of programmatic tools and companies with little success, but Glacier made it profitable for us. We had the pleasure of working with him on VFS' awareness campaign for events. They took the care of understanding what the goals, resources, and specs were, and effectively contributed to whole marketing mix. Glacier was able to target the desired audience, and achieved the lowest CPA."



"Sudeep of Glacier Digital holds years of experience and knowledge in the online marketing world and has created a fantastic, user-friendly advertising tool. I have been consistently happy with the campaign results and would recommend Glacier Digital to anyone"



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# CUSTOMER STORY - CENTENNIAL COLLEGE

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## CENTENNIAL COLLEGE

Centennial College was working with an international creative agency to execute their substantial social/digital campaigns. When we met with them we found they suffered from some very common issues experienced by our other post-secondary clients.

### **Lack of Transparency:**

Centennial was not informed on what their true CPM was and how it was completely broken down per website and app. All true costs were lumped into one mysterious CPM and they did not know which web/app assets were performing well and which ones were performing poorly.

### **Higher than Necessary CPM:**

As a result of not knowing any true costs Centennial was paying more than double what they should have been. With our platform, Centennial went from spending an average CPM of \$9 down to \$4 for the same assets they were getting previously.

### **Lack of Control:**

Centennial College wanted more adaptability and control over their digital campaigns. By working with our intuitive self-serve platform Centennial was able to bring all their control in-house thus allowing adjustments and changes to happen on the fly.



ENROLL WITH US

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**GLACIER** IS AN  
EDUCATIONAL MARKETING POWERHOUSE  
THAT EXISTS TO PROVIDE POSITIVE  
MESSAGING TO HIGH SCHOOL  
STUDENTS TO HELP THEM MAKE  
THE BEST LIFE DECISIONS POSSIBLE.

