

Georgia Cyber Academy drives enrollment with Roku Ads Manager.



Georgia Cyber Academy, the 2024 #1 Best Public Online School in Georgia, partnered with Roku Ads Manager to create awareness and interest throughout Georgia for their innovative approach to education.

The Challenge

Georgia Cyber Academy wanted to create awareness and interest in Georgia around a new virtual approach to education, ultimately leading to sign-ups that will max out enrollment for the Fall 2023 semester.

The Opportunity

Georgia Cyber Academy saw an opportunity to reach local markets on the largest screen in the home. They wanted a commitment-free but performance-focused streaming ad solution that could provide efficient reach targeted to specific geos to spur awareness.

The Approach

GCA turned to Roku Ads Manager to help with their two core objectives: (a) increase awareness in core areas and (b) drive enrollments for the fall semester.

They launched both awareness campaigns to maximize exposure and conversion campaigns to drive on-site engagement and enrollments. All were tightly targeted using geos, ages, income levels, and advanced demos like parents with kids.

Creatives spoke to directly core audience. Calls-to-action were prominent, URLs were clearly listed, and QR codes were deployed to make it easier for streamers to act.



The Results

Engagement

244k+

Attributed Actions

Reach

623k+

Unique Homes

Performance

98%

Video Completion Rate

All campaigns delivered in-full and on-time. Over 3M impressions were served to this tightly targeted audience, ensuring maximum exposure, populating the top of their funnel.

These campaigns also drove 244k+ attributed actions, including page views and sign ups. Their fall semester is fully enrolled, and GCA is looking now looking to the next semester's recruitment.

“Roku Ads Manager is so easy to use. The data we receive each day helps us identify the most effective approaches. Additionally, regular one-on-one meetings with our Roku representative provide valuable strategic insights.”

Brit Jones • Marketing Specialist, Georgia Cyber Academy

Ads Manager is constantly evolving, and we're grateful for partners like GCA who continue to push the boundaries of what streaming ads can do. [Click here](https://ads.roku.com/signup) to learn more about Ads Manager, or visit: ads.roku.com/signup