

Reptide Media is a digital ad sales rep firm specializing in the highly valuable 18-34 years old audience. Reptide Media and it's partners' sites represent tens of millions monthly unique users reaching college-aged students and those right out of college.

Chegg®

Goals

Chegg sells college textbooks online, and provides other digital services to students such as Homework Help and sharing classroom notes. The campaign was designed to increase product sales.

Execution

The Chegg campaign launched in August 2012 with standard banners on the College Media Network of official school newspaper websites.

Results & Client Feedback

During phase 1 of the 2013 campaign Reptide Media helped Chegg meet their main goal to reach college students by utilizing traditional college newspapers and media and refine their purchase path and connection to college students online. The next phase of the Chegg campaign was set up to achieve ROI in order to ensure that Chegg is able to achieve ROI for each media dollar they spend. "We value the direct connection Reptide gives us to official college media."



The Top 5 College Media Network Sites

