

# MOTIMATIC

## TARGET AUDIENCE

- **Stop-out students that enrolled in an online course between Fall 2021 and Summer 2023**
- **5,504 students in audience**

## CAMPAIGN DETAILS

- **Live dates: 12/11/23 - 05/12/24**
- **Data captured 02/16/24**
- **Ads ran on: Facebook, Instagram, Snapchat, Pinterest, YouTube**

## EARLY RESULTS

**22,210**

Total Engagements

**1,384**

Total Clicks

Result

**56**

Stop-Out Students Registered  
(is\_renewal\_expected)

### Conversions Trendline

