

# 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 - 03/18/24**
- **Ads ran on: Facebook, Instagram, Snapchat, Pinterest, YouTube**

## RESULTS



### Motivation Principles Utilized

