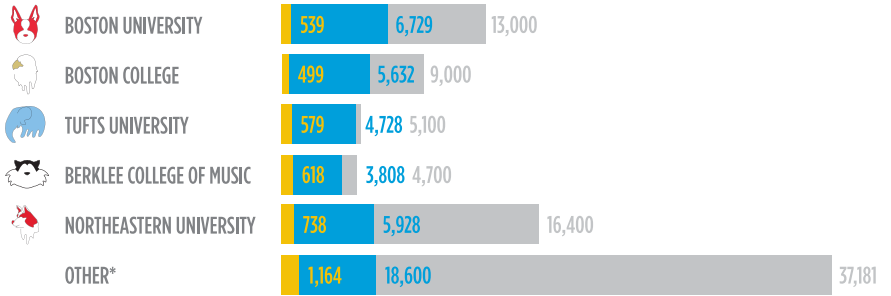


IMPACT BY SCHOOL

Total Undergraduate Population
85,381

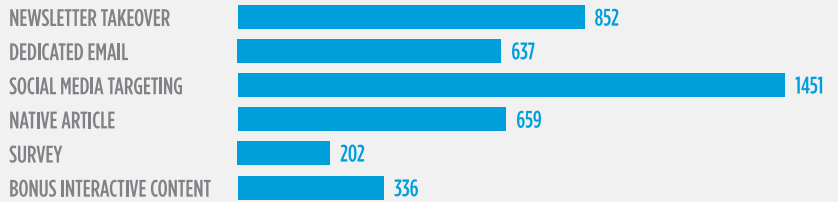
Unique Student Impressions
45,425

Unique Student Click-Thrus
4,137 9% of unique students reached, clicked!



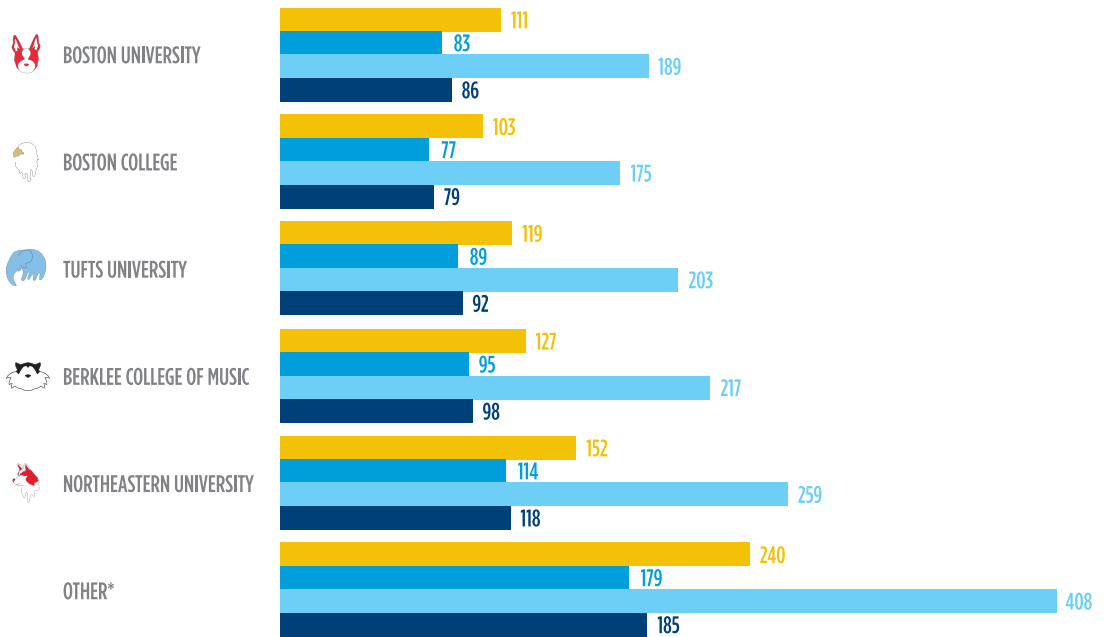
PROMOTIONAL ASSET

Unique Student Click-Thrus
4,137



BY ASSET BY SCHOOL

- NEWSLETTER TAKEOVERS
- DEDICATED EMAIL
- SOCIAL MEDIA TARGETING
- NATIVE ARTICLE



* Bentley University, Brandeis University, Emerson College Emmanuel College, Simmons College, Suffolk University, University of Massachusetts-Boston, Wentworth Institute of Technology

DEDICATED EMAIL

Click Thru **637** Open **7,375** Sent **18,210**

NATIVE ARTICLE

Open Letter to Comcast Reads **659**
[Read Article](#)

SURVEY

34 COMPLETE SURVEY ENTRIES

Email-Only Entries **108** Views **202**

BONUS INTERACTIVE CONTENT CAMPAIGN

[View](#)

Q1 **86** Q2 **80** Q3 **82** Q4 **79** Full Reward Submissions **43** Total **336**