

# Digital Advertising Analysis

## Yeshiva University Digital Presence Benchmarking Study

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## Executive Summary

This report analyzes Yeshiva University's digital advertising strategies across Meta (Facebook/Instagram), Google Ads, and traditional digital placements. The analysis examines campaign messaging, visual consistency, target audiences, calls-to-action, and budget allocation based on publicly available information and competitive benchmarking.

### Key Findings:

- YU invests in **high-visibility placements** including Wall Street Journal full-page ads (six-figure investment)
- **"Faculty With Impact" campaign** reaches 3 million people annually
- Target audiences include university leadership, prospective students, alumni, and parents nationwide
- Digital advertising supports **\$250M+ fundraising success** since 2019
- Social media advertising integrated with broader marketing communications strategy

## 1 Digital Advertising Infrastructure

### 1.1 Marketing Communications Services

Yeshiva University's Marketing and Communications department provides comprehensive advertising services:

#### Core Services:

- Print and online advertising
- Social media advertising

- Digital marketing campaigns
- Publications and collateral materials

**Strategic Focus:**

- Visibility among high-level influencers
- Prospective student recruitment
- Alumni engagement
- Employer brand awareness
- Donor cultivation and stewardship

## 2 Major Advertising Campaigns

### 2.1 Wall Street Journal Print Advertising

#### 2.1.1 Campaign Overview

- **Format:** Full-page color advertisements
- **Frequency:** Multiple placements (at least two in September 2018)
- **Estimated Investment:** Six-figure range per placement
- **Strategic Intent:** Raise visibility among constituents including high-level influencers and prospective employers

#### 2.1.2 Target Audience

- Corporate executives and business leaders
- Prospective employers of YU graduates
- High-net-worth donors
- Policy makers and thought leaders
- Academic administrators at peer institutions

### 2.2 "Faculty With Impact" Digital Campaign

#### 2.2.1 Campaign Metrics

- **Annual Reach:** 3 million people
- **Duration:** Year-round continuous campaign
- **Platform:** Digital advertising (likely Meta and Google Ads)

### 2.2.2 Target Audiences

1. **University Leadership:** Administrators and decision-makers across US higher education
2. **Prospective Students:** High school juniors/seniors and transfer candidates
3. **Alumni:** 70,000+ alumni network worldwide
4. **Parents:** Parents of prospective students researching university options

### 2.2.3 Campaign Positioning

- Highlights faculty research and expertise
- Emphasizes real-world impact of YU scholarship
- Demonstrates academic excellence and thought leadership
- Connects faculty achievements to student opportunities

## 3 Fundraising Campaign Integration

### 3.1 "Rise Up: The Campaign for 613"

#### 3.1.1 Campaign Performance

- **Launch Date:** 2019
- **Total Raised:** \$250+ million (as of campaign announcement)
- **Historic Context:** Unprecedented \$613 million campaign goal
- **Annual Giving Growth:** From \$30M (2018) to \$92M (2021)

#### 3.1.2 Digital Advertising Role

- Campaign messaging integrated across all digital channels
- Targeted donor cultivation through digital advertising
- Multi-platform presence (website, social media, email, paid ads)
- Data-driven audience targeting for major gift prospects

## 4 Meta Ads Library Analysis

### 4.1 Research Methodology

The Meta Ad Library ([facebook.com/ads/library](https://facebook.com/ads/library)) provides transparency into active advertisements running on Facebook, Instagram, and other Meta platforms. This section outlines the research approach for analyzing YU's Meta advertising presence.

### 4.2 Accessing YU Ads

#### Search Parameters:

- **Advertiser Name:** "Yeshiva University"
- **Country:** United States
- **Ad Category:** All ads (including non-political)
- **Platform:** Facebook, Instagram, Messenger, Audience Network

#### Analysis Framework:

##### 1. Creative Elements:

- Visual consistency with brand guidelines
- Use of YU seal and institutional colors
- Image quality and production values
- Video content presence and messaging

##### 2. Messaging Analysis:

- Primary value propositions
- Tone and voice alignment
- Call-to-action clarity
- Audience-specific messaging variations

##### 3. Campaign Targeting:

- Geographic targeting (NYC, tri-state, national)
- Demographic targeting indicators
- Interest-based targeting themes
- Campaign objectives (awareness, consideration, conversion)

## 4.3 Recommended Analysis Actions

Due to the dynamic nature of Meta Ad Library, direct access is required for current data. Recommended steps:

1. Visit `facebook.com/ads/library`
2. Search "Yeshiva University" as advertiser
3. Filter by active campaigns vs. inactive
4. Document:
  - Number of active campaigns
  - Ad formats (image, video, carousel, collection)
  - Primary CTAs (Learn More, Apply Now, Donate, Sign Up)
  - Landing page destinations
  - Campaign start dates and duration

## 5 Google Ads Competitive Analysis

### 5.1 Search Advertising Strategy

While specific Google Ads campaigns are not publicly visible without account access, industry best practices and YU's marketing objectives suggest the following search advertising strategy:

#### 5.1.1 Likely Keyword Targets

- **Brand Terms:** "Yeshiva University," "YU admissions," "Yeshiva University programs"
- **Academic Programs:** "Jewish university NYC," "business school New York," "pre-med programs"
- **Competitor Terms:** "Touro University," "Brandeis University," "Jewish colleges"
- **Location-Based:** "universities in NYC," "Manhattan colleges," "New York private universities"

#### 5.1.2 Display Network Opportunities

- Retargeting website visitors
- Targeting high-education-interest audiences
- Geographic targeting (tri-state area and nationally)
- Demographic targeting (18-24 for undergraduate, 22-35 for graduate programs)

## 6 Competitive Digital Advertising Landscape

### 6.1 Brandeis University

#### Positioning Strategy:

- Emphasis on "research university" distinction
- Liberal arts + research intensity messaging
- Diversity and inclusion as primary differentiators
- Jewish roots present but not primary brand message

#### Digital Presence:

- Strong emphasis on campus tour CTAs
- Clean, modern visual aesthetic
- Aspirational yet approachable tone
- Program-specific landing pages and ads

### 6.2 Touro University

#### Positioning Strategy:

- Professional programs and career preparation focus
- Healthcare and medical education emphasis
- Multiple campus locations as strength
- Jewish values integrated with professional education

## 7 Brand Consistency Analysis

### 7.1 Visual Identity Elements

Based on YU's brand guidelines and digital presence:

#### Core Brand Elements:

- **Color Palette:** Dark/light contrast with light blue accents
- **Logo Usage:** YU seal and wordmark
- **Typography:** Clean, hierarchical, professional
- **Imagery:** NYC skyline, campus architecture, diverse student representation

### **Messaging Consistency:**

- **Tagline:** "It's Your Time to Rise"
- **Supporting Message:** "Deeply Rooted, Forward Focused"
- **Values:** Emet, Adam, Chaim, Chesed, Tzion (Truth, Human Potential, Values, Compassion, Redemption)
- **Data Points:** 97% employment rate, 92% medical school acceptance

## **7.2 Call-to-Action Strategy**

### **Primary CTAs:**

- "Apply Now" - Admissions conversion
- "Request Information" - Lead generation
- "Schedule a Visit" - Campus engagement
- "Support YU" / "Make a Gift" - Donor conversion
- "Explore Programs" - Academic discovery

### **Landing Page Optimization:**

- Audience-specific pages (undergraduate, graduate, donors, alumni)
- Clear value proposition on landing pages
- Form optimization for lead capture
- Mobile-responsive design

## **8 Recommendations**

### **8.1 Immediate Actions (0-3 months)**

#### **1. Meta Ad Library Audit:**

- Conduct comprehensive review of active Meta ads
- Document creative assets, messaging, and targeting
- Identify gaps or inconsistencies with brand guidelines
- Compare YU presence to Brandeis and Touro competitors

#### **2. Visual Consistency Enhancement:**

- Ensure all ads use approved brand colors and logos

- Standardize messaging hierarchy across campaigns
- Integrate Hebrew values visually into ad creative
- Maintain NYC skyline imagery as location differentiator

### **3. CTA Optimization:**

- A/B test different CTA variations
- Measure conversion rates by CTA type
- Optimize landing pages for each audience segment
- Implement retargeting for non-converters

## **8.2 Strategic Initiatives (3-6 months)**

### **1. Audience Segmentation Expansion:**

- Develop persona-based advertising campaigns
- Create specific campaigns for: Pre-med students, business students, donors by giving level, alumni by graduation year
- Tailor messaging and creative to each persona

### **2. Google Ads Strategy Development:**

- Launch comprehensive Search campaign
- Bid on competitor and category keywords
- Implement Display retargeting
- Create YouTube video advertising campaigns

### **3. Campaign Performance Tracking:**

- Implement UTM tracking for all paid campaigns
- Set up conversion tracking for key actions
- Create dashboard for campaign performance monitoring
- Conduct monthly performance reviews and optimization

## **8.3 Long-Term Vision (6-12 months)**

### **1. Integrated Campaign Strategy:**

- Align digital ads with email marketing themes
- Coordinate messaging with social media organic content
- Integrate website updates with advertising campaigns
- Create cohesive multi-channel fundraising campaigns



## 2. Advanced Targeting Techniques:

- Implement lookalike audiences based on current students/donors
- Develop custom audiences from CRM data
- Use behavioral targeting for high-intent prospects
- Implement sequential messaging strategies

## 3. Creative Innovation:

- Develop video testimonials from alumni and students
- Create interactive ad formats (polls, quizzes)
- Produce behind-the-scenes faculty research content
- Showcase "Rise Up" campaign impact stories

# 9 Budget Allocation Recommendations

## 9.1 Platform Distribution

Based on YU's current high-investment strategy (WSJ ads, Faculty With Impact campaign) and target audiences:

Platform	Recommended %	Primary Objective
Meta Ads (FB/IG)	40%	Student recruitment, alumni engagement
Google Search	25%	Prospective student capture
Google Display	15%	Brand awareness, retargeting
LinkedIn	10%	Professional programs, donor targeting
Premium Placements	10%	WSJ, NYT for institutional prestige

Table 1: Recommended Digital Advertising Budget Distribution

## 9.2 Campaign Calendar

### Recruitment Cycle:

- **September-December:** High investment in undergraduate recruitment
- **January-April:** Graduate program recruitment peak
- **May-August:** Summer program promotion, alumni engagement

### Fundraising Cycle:

- **Year-round:** "Rise Up" campaign messaging
- **November-December:** Year-end giving campaigns
- **April-June:** Reunion giving tied to alumni events

## 10 Conclusion

Yeshiva University demonstrates strong commitment to digital advertising through high-visibility placements (WSJ ads), sustained campaigns reaching millions (Faculty With Impact), and integration with successful fundraising efforts (\$250M+ raised). The university's digital advertising infrastructure supports comprehensive marketing communications across multiple platforms.

Key opportunities include: (1) conducting regular Meta Ad Library audits to ensure brand consistency, (2) expanding Google Ads presence for search and display, (3) implementing advanced tracking and attribution, and (4) developing persona-based campaigns for more targeted messaging. By leveraging its unique positioning ("Deeply Rooted, Forward Focused"), NYC location, and strong outcomes data (97% employment, 92% medical school acceptance), YU can differentiate its digital advertising from competitors Brandeis and Touro.

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**Research Methodology:** This analysis was conducted through web research, public university communications review, and industry benchmarking. Meta Ad Library and Google Ads analysis based on platform capabilities and recommended practices. Data collected October 2025.

**Researcher:** Angel Ramirez — **Client:** Stephany Nayz, Yeshiva University