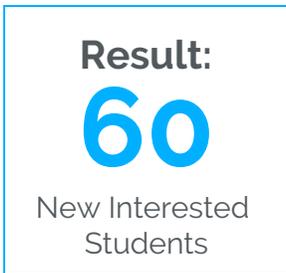




MCW Pharmacy School | Tallo Assist

Campaign One: Awareness

The MCW Pharmacy School asked Tallo to engage HS and college students nationwide with the primary goal of generating potential student interest in their programs. Along with promoting MCW's three-year PharmD program and six-year Bachelor's/PharmD dual-degree program, Tallo took the opportunity to highlight the high demand for pharmacists across various medical specialities.



Engagement Metrics Within 7 Days:

Open Rate (Industry Avg: 15.6%) Click Rate (Industry Avg: 2.2%)



Engagement Strategy:

Campaign Objective

-Promote brand awareness and generate interest for MCW Pharmacy School

Target Audience

- HS Students (grad years 2020 & 2021)
- Recent HS Graduates (grad years 2019 & 2020)
- College Students (freshman and sophomore class)
- Location: Nationwide
- Career Interests: Pharmacy and related health fields

Call To Action

-Complete custom interest form to connect with MCW Pharmacy School

Brand Awareness

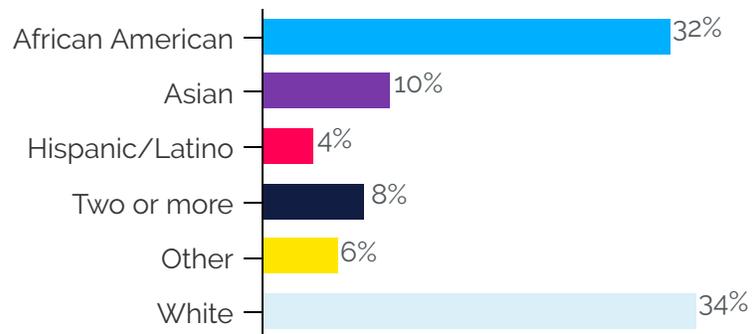


% of students who said they had *never* considered MCW Pharmacy School prior to receiving Tallo message



% of students who requested information on MCW Pharmacy School dual-degree programs

Race/Ethnicity Breakdown



Gender Breakdown



PHARMACY SCHOOL

Tallo Assist
MCW Pharmacy School
Campaign #1
September 2019