

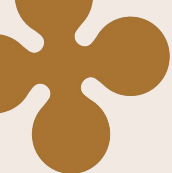
NICHE® 

# Modern Enrollment Marketing

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Market Where the Families Are





## Niche has helped millions of students and families find their fit.

**30+ Million**

Families researched PK-12 schools on Niche last year

[View U.S. Report](#)

**7.6 million**

views for CA area schools

[Report View Market](#)

**3.8 million**

views of Places to Live in CA

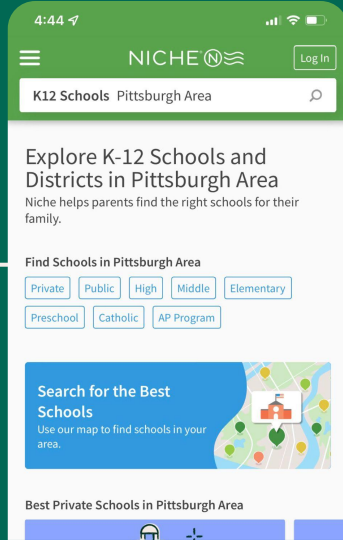
[View Search Results](#)



# Niche is Where Families Choose Their School

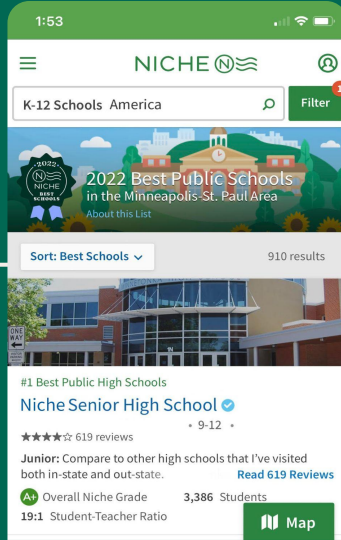
## Search

Customized search tools to focus on what's important to the family



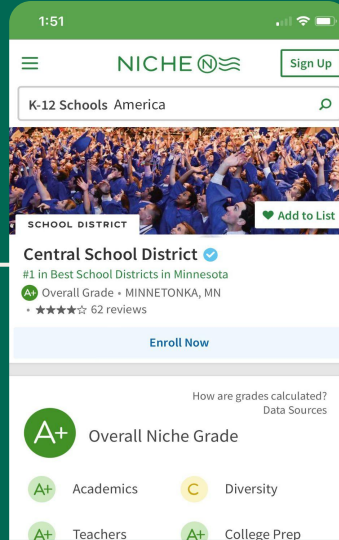
## Compare

Detailed profiles of all PK-12 schools in U.S., 140M reviews + ratings



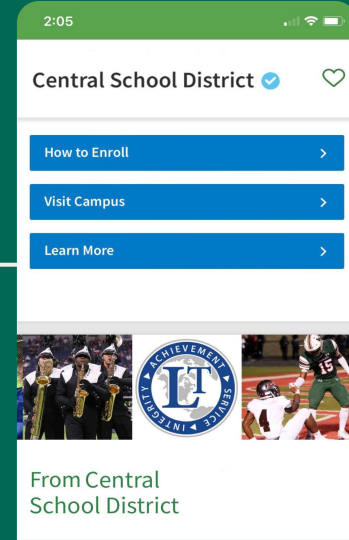
## Narrow

Families build their list (3+ schools) to streamline the process



## Apply

Families engage from their Niche Profile to your visit and apply pages



START  
SEARCH

ENROLL  
IN SCHOOL





# Families find Niche early in their search

75% of our users come from the Google Searches you care about:



Actively searching for a school like yours

[Best Charter School in Orange County](#)



[Best charter schools near LA](#)



[Charter schools near me](#)



[Places to raise a family](#)



**Niche wins the only screen that matters.**

**60%**  
OF OUR TRAFFIC IS MOBILE

**1,200**  
DOWNLOADS/DAY  
FOR NICHE APP

 Download on the  
**App Store**

# Stay **TOP-OF-MIND** by using Niche's Remarketing Tools!

1

STORE



User views a product and leaves without checking out

2

NEWS



User later sees an ad for that product on another page or website

3

STORE



And returns back to complete the purchase

# The Niche Audience

## AUDIENCE YOU CAN REACH



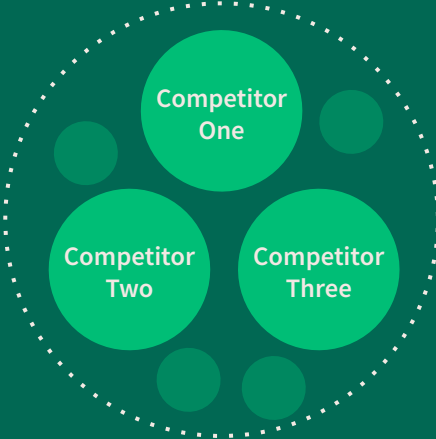
Only the people that make it to your website

## YOUR SCHOOL'S NICHE AUDIENCE



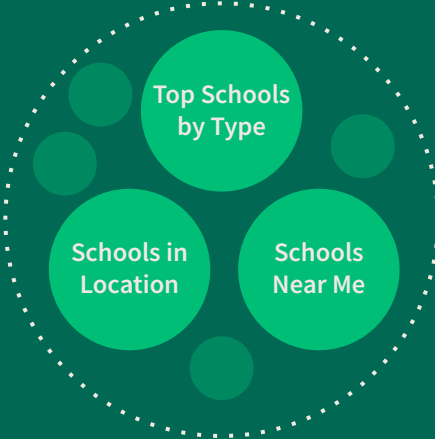
Interested in Your School

+



Interested in Similar Schools

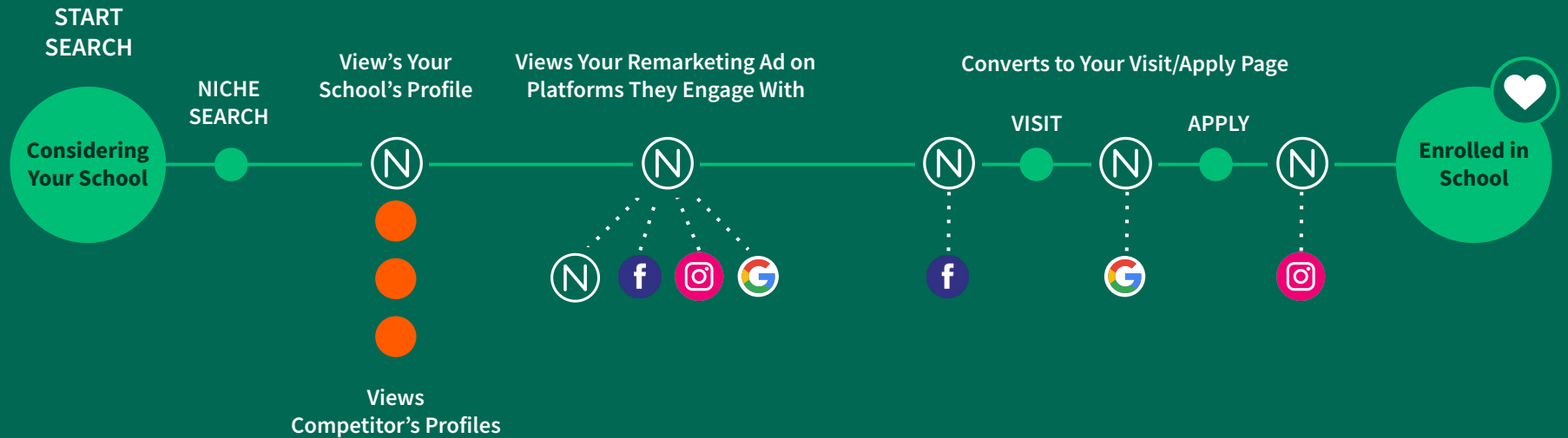
+



Searching for Schools Like Yours

**Reach families actively researching schools like yours.**

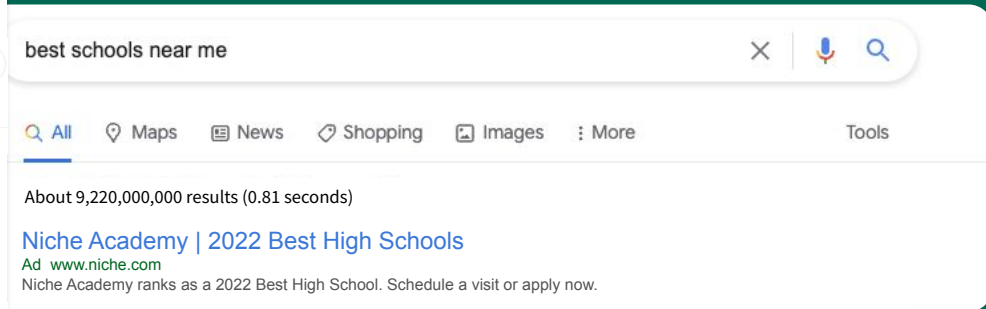
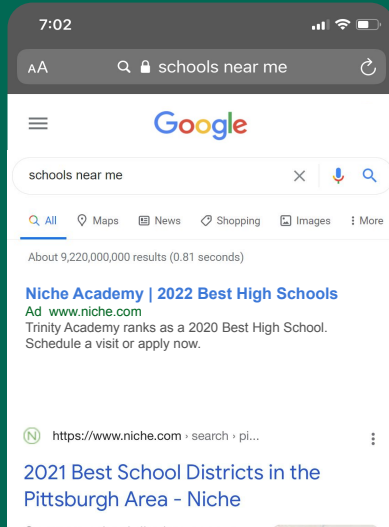
# Niche Audience Remarketing





# Google Search and the Niche Audience

Niche will run ads in Google Search to prospects who have signaled interest in schools like yours. This lets you tap into the millions of school related search and specifically target families most likely to be interested in your school.





# Event Campaigns and The Niche Audience

Niche will run ads in Google Search to prospects who have signaled interest in schools like yours. This lets you tap into the millions of school related search and specifically target families most likely to be interested in your school.



**Niche Eastern School**  
**High School**  
PITTSBURGH, PA • Charter School

[Virtual Tour >](#)



**Niche Academy**  
**Lunch & Learn**

[Learn More](#)



**Niche Catholic**  
**Virtual Preview**  
Learn why students refer to BIM as "home" & "family".

Apr 23, 2021 | 6pm PDT

[Learn More](#)

# Niche Profile

**392** people viewed your profile in December

Families use Niche to discover new schools and to learn more about schools that are already on their radar. These metrics show you the number of individuals visiting your Niche Profile and how often they are returning.



	DEC	YTD	2021
<b>Total Profile Views</b>	<b>603</b>	<b>8,193</b>	<b>3,695</b>

# What it Means to be a Niche Partner

[Read Partner Success Stories](#)

## STRATEGIC SUPPORT

### Dedicated Support

Your Partnerships Manager will support you throughout your Niche partnership, starting with onboarding.

### Turnkey

We'll handle the rest — almost nothing for you to set up.

## TRANSPARENT REPORTING

### Quarterly Business Review

Meet with the Niche Team to review the performance of your partnership.

### Transparent Reporting

Reporting to help you understand how users are engaging with your Profile and converting to your website.

- Partner Insights Report
- Google Analytics Dashboard

## DATA & INSIGHTS

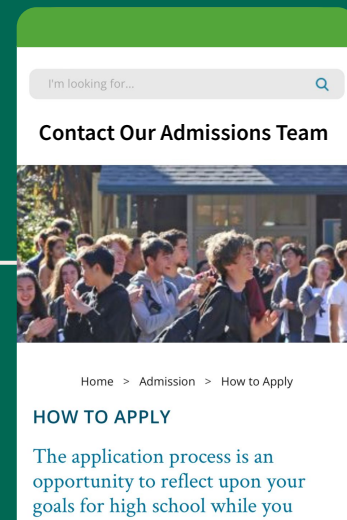
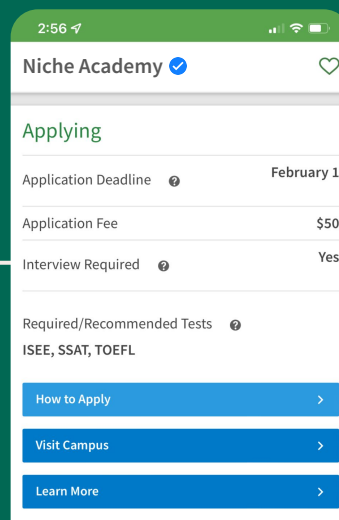
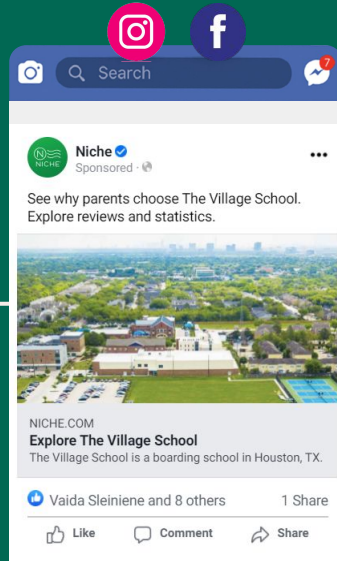
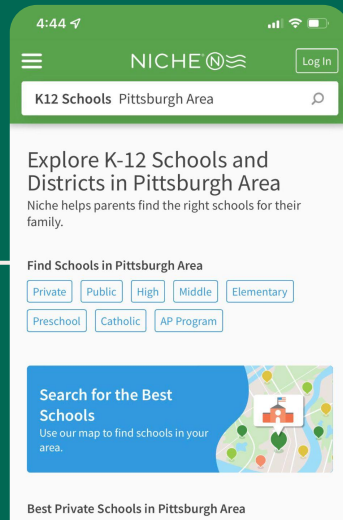
### Niche Intelligence

Vast market data on every school and millions of students over 10+ years to help solve your challenges.

# The Niche Conversion Pixel

- Reporting beyond impressions & clicks — measure specific conversions on your website from both registered and stealth Niche users.
- Track website actions taken by families who have visited your Niche Profile and/or who have been served your Niche Audience remarketing ads. Collect insights at key moments in the school search journey, including when parents visit your request information, visit, and apply pages.

START  
SEARCH



ENROLL  
IN SCHOOL

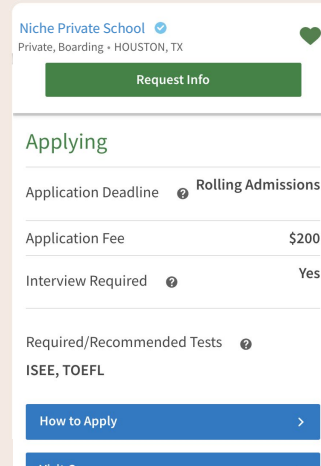
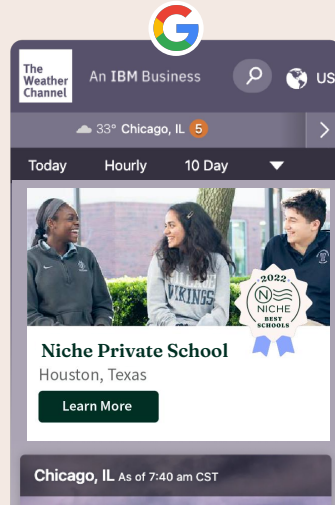
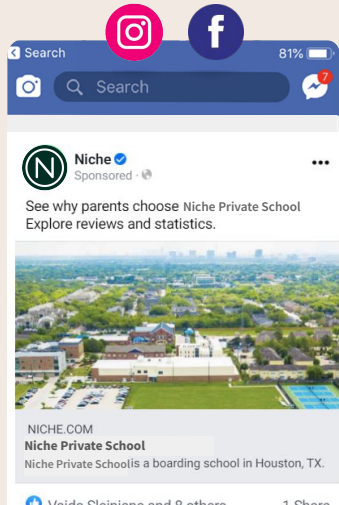




# Niche Audience Remarketing — Reach

Reach more families looking for schools like yours.

- **Expand your brand presence** — represent your school on the platforms and sites families use most often.
- **Drive deeper engagement with your Niche Profile** — convert families to your website, visit, and apply pages.
- **Drive more connections** — stay top of mind as families make their decision.



## Reach

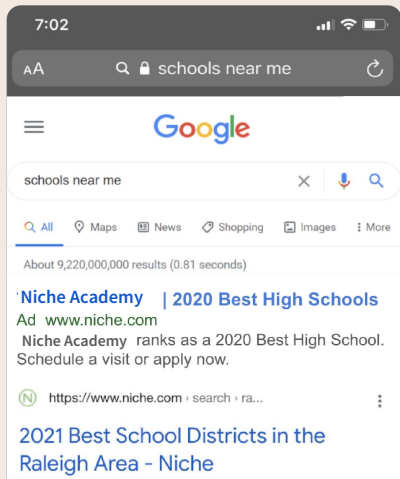
- ✓ **Display/Social Remarketing**
- ✓ **Places to Live Remarketing**
  - Google Search Remarketing
  - Event Promotion
  - Custom Partner Goals
  - Quarterly Digital Strategy Review



# Niche Audience Remarketing — Compete

Gain a competitive advantage and convert families looking for schools like yours.

- **Capture more mindshare** — capture more mindshare as families navigate their school search.
- **Leverage the full power of Display/Social & Google Search** — Niche will optimize your digital spend to deliver high-quality traffic.
- **Drive more connections** — promote an open house or virtual tour.



## Compete

- ✓ Display/Social Remarketing
- ✓ Places to Live Remarketing
- ✓ Google Search Remarketing

### 1 Event Promotion

Custom Partner Goals

Quarterly Digital Strategy Review

**2x**  
Impressions  
of Reach



# Niche Audience Remarketing — Standout

Win your market across every stage of the school search journey.

- **Target your outreach** — reach tailored segments of the Niche Audience within display and search
- **Personalize your goals** — achieve your school’s desired outcomes and metrics
- **Personalized support and reporting** —
  - Quarterly digital marketing meetings
  - [The Niche Conversion Pixel](#)

Schools near me



**Niche NYC Kids | PK-12 School in NYC**

Ad [www.niche.com](http://www.niche.com)

Niche NYC Kids offers preschool programs starting at age 3.  
See why families love Trinity.



**Niche Catholic  
Virtual Preview**

Learn why students refer to BIM as “home” & “family”.

Apr 23, 2021 | 6pm PDT

[Learn More](#)

## Standout

- ✓ Display/Social Remarketing
- ✓ Places to Live Remarketing
- ✓ Google Search Remarketing
- 2 Event Promotions
- ✓ Custom Partner Goals
- ✓ Quarterly Digital Strategy Review

**4X**  
Impressions  
of Reach