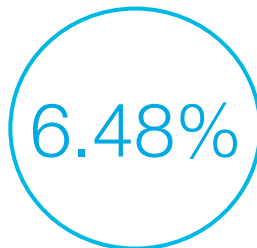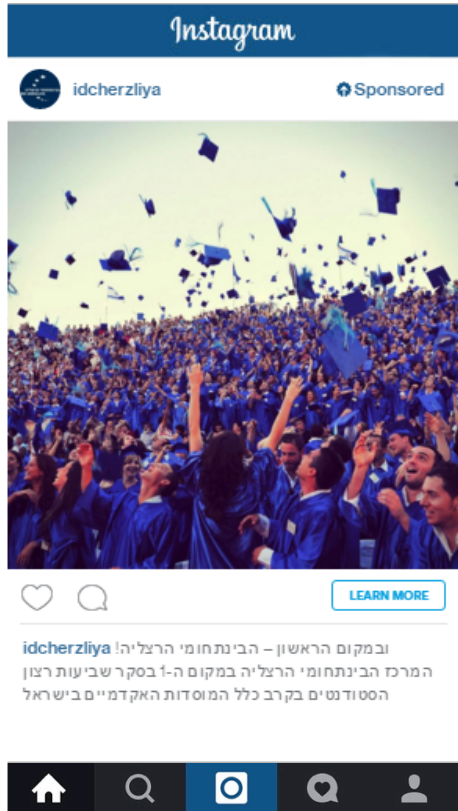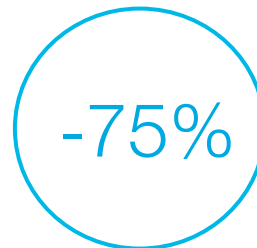# Education on Instagram

When IDC Herzliya, one of Israel's leading educational institutions, wanted to reach a young and engaged audience, it worked with Instagram on a series of inspirational and informative link ads.

6.48%

increase in click through rate

-75%

decrease in cost-per-click (CPC)

STORY

Learn, study, grow

Founded in 1994, IDC (Interdisciplinary Center) Herzliya is one of Israel's most forward thinking and successful international educational institutions, and in 2014 it was ranked as the most successful academic start-up institution in Israel.

GOAL

Fresh learning, new students

IDC Herzliya wanted to raise awareness of the institute's position as Israel's leading educational establishment. More specifically, IDC wanted to promote its various Undergraduate Programs.

> " Instagram ads provide us with new tools for reaching our goals, they appeal to a young and relevant audience and enable us to use innovative and well-designed creative, and provide excellent results for our customers. "

Or Fialkov
CEO
Fialkov Digital

SOLUTION

Inspiration for a new direction

IDC Herzliya worked with Fialkov Digital agency and Instagram to create a series of rich, inspiring link ads that would appeal to Instagram's young and aspirational audience.

Instagram is part of the Facebook families of apps and services, and IDC Herzliya used Facebook's targeting to reach out to a young, engaged audience. The creative used are actual photos of the institute and showcase the social life and diversity that prospective students can expect to find, including an American college style graduation and a large number of foreign students.

The approach worked, triggering the target audience to take action and leading to a 6.48% increase in CTR, and a 75% decrease in CPC, compared to other platforms. IDC Herzliya plans to further explore advertising on Instagram by employing the use of carousel ads, along with photo and link ads.