

The Student Room

where students connect

Case study
Mansion Student



Mansion Student - Student Accommodation on The Student Room

About Mansion Student

Mansion Student provides stylish undergraduate and postgraduate accommodation in 17 university towns across the UK.



What were you hoping to achieve?

“We wanted to promote and fill Mansion Student properties across the UK and increase awareness of the Mansion Student brand in a competitive market.”

Why did you choose The Student Room?

“We wanted to capitalise on the unique targeting capabilities that were available on The Student Room, specifically during Clearing.”


Case study continued...

What products did you use?

The campaign was about branding and awareness so we chose a number of display products including leaderboard and MPU banners and Advertorial Announcements, which we targeted to eight relevant forums.

What were the results?

- Leaderboard: 588 clicks
- MPU: 870 clicks
- Site announcement: 186 clicks
- Uncapped Clearing Button: 1000 clicks
- Mentions of Mansion Student post campaign: 27 (previously 0!)



“The Student Room's ability to target campaigns is second to none and helped us more than achieve our goals. We saw an increase in traffic to our site and generated conversation about Mansion Student on TSR.”