

March 31, 2025



# Direct Digital Holdings AI Council Unveils New Guide to Help Higher Ed Marketers Harness Generative AI

*New resource provides practical AI strategies to boost student enrollment and engagement*

HOUSTON, March 31, 2025 /PRNewswire/ -- [Direct Digital Holdings](#) (Nasdaq: DRCT) and its AI Council have released a new guide, "Practical Generative AI: Use Cases & Tools for Higher Education Enrollment," designed to help higher education marketers leverage AI-powered tools to improve efficiency, personalization, and campaign performance.

As colleges and universities face mounting enrollment challenges—including declining first-year student numbers and increased competition—generative AI presents an opportunity to enhance marketing efforts. However, many institutions are still grappling with how to implement AI effectively and ethically. The new guide from Direct Digital Holdings' AI Council offers a roadmap for integrating AI into higher education enrollment marketing, outlining key use cases and the AI tools best suited for the job.

## Key Insights from the Guide:

- **Smarter Campaign Performance Analysis & Reporting** – AI-powered tools like GA4, Microsoft Copilot, and HubSpot help analyze marketing data, optimize budget allocation, and uncover valuable insights to refine strategy.
- **Hyper-Personalized Content for Enrollment Marketing** – AI-driven content generators such as ChatGPT, Jasper.ai, and DeepL enable marketers to craft tailored messaging that resonates with diverse student demographics.
- **AI-Powered Lead Nurturing** – Advanced chatbots and predictive analytics engage prospective students, answer questions, and guide them through the enrollment funnel.
- **Efficient Recruitment Event Promotion** – AI solutions like Eventbrite AI and Canva simplify event planning, create compelling promotional materials, and enhance attendee engagement.
- **Seamless Content Consistency Across Channels** – Platforms like Grammarly Business and Notion AI ensure brand-aligned messaging across all university communications, maintaining a unified voice.
- **Data-Driven Post-Course Feedback & Insights** – AI tools such as Qualtrics XM and Tableau analyze student feedback, helping institutions refine curriculum offerings and enhance student engagement strategies.

The DDH AI Council was established to demystify generative AI and equip organizations with the knowledge to adopt these technologies confidently. "Generative AI isn't just about automation—it's about amplifying human potential," said Anu Pillai, Chief Technology Officer at Direct Digital Holdings. "This guide provides higher education marketers with actionable

AI strategies to improve recruitment, engagement, and student success."

To download "Practical Generative AI: Use Cases & Tools for Higher Education Enrollment," visit [AI Council resource center](#).

### **About Direct Digital Holdings**

Direct Digital Holdings (Nasdaq: DRCT) combines cutting-edge sell-side and buy-side advertising solutions, providing data-driven digital media strategies that enhance reach and performance for brands, agencies, and publishers of all sizes. Our sell-side platform, Colossus SSP, offers curated access to premium, growth-oriented media properties throughout the digital ecosystem. On the buy-side, Orange 142 delivers customized, audience-focused digital marketing and advertising solutions that enable mid-market and enterprise companies to achieve measurable results across a range of platforms, including programmatic, search, social, CTV, and influencer marketing. With extensive expertise in high-growth sectors such as Energy, Healthcare, Travel & Tourism, and Financial Services, our teams deliver performance strategies that connect brands with their ideal audiences.

At Direct Digital Holdings, we prioritize personal relationships by humanizing technology, ensuring each client receives dedicated support and tailored digital marketing solutions regardless of company size. This empowers everyone to thrive by generating billions of monthly impressions across display, CTV, in-app, and emerging media channels through advanced targeting, comprehensive data insights, and cross-platform activation. DDH is "Digital advertising built for everyone."



View original content to download multimedia:<https://www.prnewswire.com/news-releases/direct-digital-holdings-ai-council-unveils-new-guide-to-help-higher-ed-marketers-harness-generative-ai-302415745.html>

SOURCE Direct Digital Holdings