

Delivering

DIGITAL SOLUTIONS

Glacier offers you true digital expertise, so you get meaningful results from your target audience.



WE WERE BORN THIS WAY

Every member of our team grew up in a digital world. We are plugged in and that gives us an enormous advantage in terms of understanding the digital landscape as it exists now and where it's going next.

Our platform allows us to deliver multifaceted campaigns. If it's digital, we can get results for you!



YOUTH LIVE IN A DIGITAL WORLD

98% of Gen Zers own a smartphone

55% of Gen Z use their smartphones 5 or more hours per day

26% use their phones 10 or more hours per day

17% increase in youth screen time in past 2 years

A PURPOSE-BUILT DSP FOR YOUTH MARKETING

Make every dollar in your budget count! Leverage Glacier's DSP to reach youth across the web and set your team up for success in an ever-changing world of privacy regulations.

Size and scale: Access to 32 of the top Ad Exchanges including Google, AppNexus, Index Exchange, Pubmatic, OpenX, AOL, Rubicon and more.

Audience integrations: 30k+ audience integrations based on search, social, memberships, locations, surveys, online and offline purchase history and more. Target any format: Reach audiences across display, native, mobile, tablet, video, audio, connected TV and more.

Campaign safeguards: Integration with top data providers provide peace of mind against fraud, bots, unsafe content and more.

The future of YOUTH ADVERTISING

Glacier is informing and inspiring the next generation.

By combining innovative thinking, broad capabilities, and undeniable passion, we're able to engage youth in a personal and impactful way. This allows us to help create an open dialogue between you and your audience.

From there, you can share with them the important messaging that will potentially shape their lives and also the future as a whole.



YOUTH AGED 15-25 ARE ONLINE—MEET THEM THERE

93% of youth are active
on social media

71% of youth play video
games daily

92% of youth use the
internet regularly

A STRATEGIC APPROACH THAT WORKS—IT'S PROVEN

- 100% increase in daily student leads
- +115.5 YOY institutional growth rate

“

I've seen an increase in engagement with our website and an increase in the number of leads. After working with Glacier, our growth rate went from -2.7 YOY to +112.8 YOY in May. This didn't happen overnight, but as soon as we started the campaign I saw a steady increase in the number of leads, and growth rate went from negative to positive to triple digits in a few months.”

- UPEI

GLACIER GIVES YOU THE ADVANTAGE

Driven by data: Every platform, every game, every digital development—we have our finger on the digital pulse.

Youth first: We're building the next generation! At Glacier, we have a passion for youth, and that's what drives us.

Research matters: Industries and audiences are always shifting. We invest in the collection and analysis of critical data relating to youth behaviour.

Audience targeting: We're experts in accurate, effective targeting. Whether it's Gen Z, parents, mature users, or influencers, we'll make sure the right people hear what you have to say.

Strategic direction: Glacier builds the best strategies. We leverage our in-house expertise and industry knowledge to help you reach youth while maximizing your marketing dollars.

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