

The Real Impact We Have on Colleges and Universities

ABOUT THE ACADEMIC INSTITUTION:

The university serves over 15,000 undergraduate, graduate, and nontraditional students.

OBJECTIVE:

The university's goal was to increase overall applications, specifically from five surrounding states, for their fully accredited online degree programs.

HOW WE HELPED:

The university partnered with Infogroup Academic to implement two marketing strategies.

Degree Specific Email Marketing

- ✓ Email campaigns were selected using targeted data that allowed the university to select by age, geography, level of education completed, and income.
- ✓ The target audience received one email followed by a trigger email to recipients who opened the initial email. The email campaign was focused on driving new applicants who are unfamiliar with the university but have expressed an interest in an advanced degree within the past 12 months.
- ✓ Campaign reports with tracking metrics were delivered 72 hours after deployment. Opened files were delivered for admissions counselors to follow up on to assist in converting warm leads.

Digital Display Targeting

- ✓ Audience-based display was initially used for brand advertisements to applicants' smart phones and computer devices even when they weren't browsing the university website or registration page at that time.
- ✓ IP targeting and device targeting was applied and served to visitors to the websites through retargeting in an effort to direct them back to the landing page.
- ✓ All digital ads served directed the students back to the admissions pages where they were encouraged to complete the application process.

RESULTS:

- ✓ Twenty-one campaigns resulted in an average open rate of 12.4% and a click-through rate of 2.5%.
- ✓ Display campaign resulted in a 0.18% click-through rate (industry average is 0.10%).
- ✓ Recruitment for MBA programs resulted in 43 total applicants.
- ✓ The application percentage improved by 125% year-over-year.