

CampaignMail2.0

CASE STUDY: HIGHER EDUCATION



THE CHALLENGE

AS A RESULT OF THE PANDEMIC, a mid-sized university in the Midwest was facing lower than normal student enrollments, diminished prospect and applicant pools, as well as decreased on-campus visits. In prior years, the university's campus visit program had been a valuable component in a prospective student's decision to attend the college. Because of the restrictions, an "on-line campus visit" was established for prospective students and parents. The challenge was to increase "on-line campus visit engagement" through the direct mail channel and therefore grow enrollment numbers at all stages of the recruitment funnel.



THE SOLUTION

WE DEVELOPED AND EXECUTED A 30-DAY INTEGRATED DIRECT MAIL MARKETING CAMPAIGN,

which incorporated two mailings and the following seven technologies: *SocialMatch*, *Mail Tracking*, *Informed Delivery*®, *Call Tracking*, *Online Follow-Up Social Media Follow-Up*, and *LEADMatch*. The LEADMatch technology allowed the university to identify anonymous visitors' postal addresses and their actions taken on the website. This provided the ability to retarget interested potential students via direct mail retargeting. The LEADMatch list was segmented into potential students that arrived on the website from the mailings, as well as website visitors who did not receive a mailing. The admissions department called all potential students that did not schedule a visit after receiving a mailing and going to the site. In addition, the LEADMatch list was filtered by pages visited and time spent on those pages relating to admissions in order to build the perfect funnel for direct mail retargeting. With the limited numbers from the ACT/SAT data pools, the direct mail retargeting strategy not only supplemented but exceeded the goals and expectations of the university.



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THE RESULTS

BY THE NUMBERS

14%

increase in target audience

12%

increase in applications received

22%

increase in student admission to completed applications

53%

increase in total deposits

26%

increase in students admitted to deposits

20%

increase in website page views



2,655,056

Total Ad Displays

16 Touches

to target audience across all channels



5,990

Engagements

3.52% Engagement rate

from target audience and **166 calls** and **4.2% re-engagement rate** on Social Media Follow-Up



24,340

Total Leads

4.38% of identified website visitors were from the direct mail campaign



1,067

Total Matches

25% Response Rate from Direct Mail Retargeting to LEADMatch leads!