



# CASE STUDY

## CHALLENGE

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. The goal 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.

## SOLUTION

Working with the university, 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 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. Admissions Department called all potential students that received a mailing, went to the website, but did not schedule a visit. In addition, the LEADMatch list was filtered by pages visited and time spent on those pages relating to admissions 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.

## RESULTS

**4.38%**

OF IDENTIFIED WEBSITE VISITORS WERE FROM THE DIRECT MAIL CAMPAIGN

**25%**

RESPONSE RATE FROM DIRECT MAIL RETARGETING TO LEADMATCH LEADS

**22%**

INCREASE IN STUDENT ADMISSION TO COMPLETED APPLICATIONS

**53%**

INCREASE IN TOTAL DEPOSITS

**26%**

INCREASE IN STUDENTS ADMITTED TO DEPOSITS

