THE RESULTS

14%
increase in target audience

53%
increase in total deposits

12%
increase in applications received

26%
increase in students admitted to deposits

22%
increase in student admission to completed applications

20%
increase in website page views

Total Ad Displays ⓘ
2,655,056

Engagements ⓘ
5,990

Total Leads ⓘ
24,340

Total Matches ⓘ
1,067

- **16 Touches** to target audience across all DirectMail2.0 channels

- **3.52% Engagement** rate from target audience including clicks from all digital channels and **166 calls** and **4.2% re-engagement rate** on Social Media Follow-Up

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

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

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.

SOLUTION

We recognized the opportunity to enhance our client's marketing effectiveness by creating an omni-channel solution that acted as a companion to direct mail – DirectMail2.0. 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 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. 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 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.