

ENROLLMENT MARKETING

Leverage AlumniFinder's data-driven expertise and high-end creative team to drive enrollment

At a time when the relevance of a college degree is increasingly in question, coupled with the ongoing impacts of the pandemic, higher education institutions are under intensifying pressure to demonstrate the value of their educational programs to prospective and returning students.

The severe decline in student enrollment at universities, colleges, and other tertiary institutions is forcing higher education marketing teams and agencies to find new and creative ways to boost enrollment.

To reinvigorate interest in their courses and degree programs, many academic institutions are restructuring and improving their direct-to-student marketing campaigns. Personalized messaging and the right communications platforms are key in this increasingly competitive market with a dwindling applicant pool.

Let AlumniFinder help. Our team drives enrollment success for educational institutions through our strategic partnerships, powerful technologies, custom data solutions, and superior digital marketing capabilities.



DATA

Enhance Audience Targeting with Data Solutions

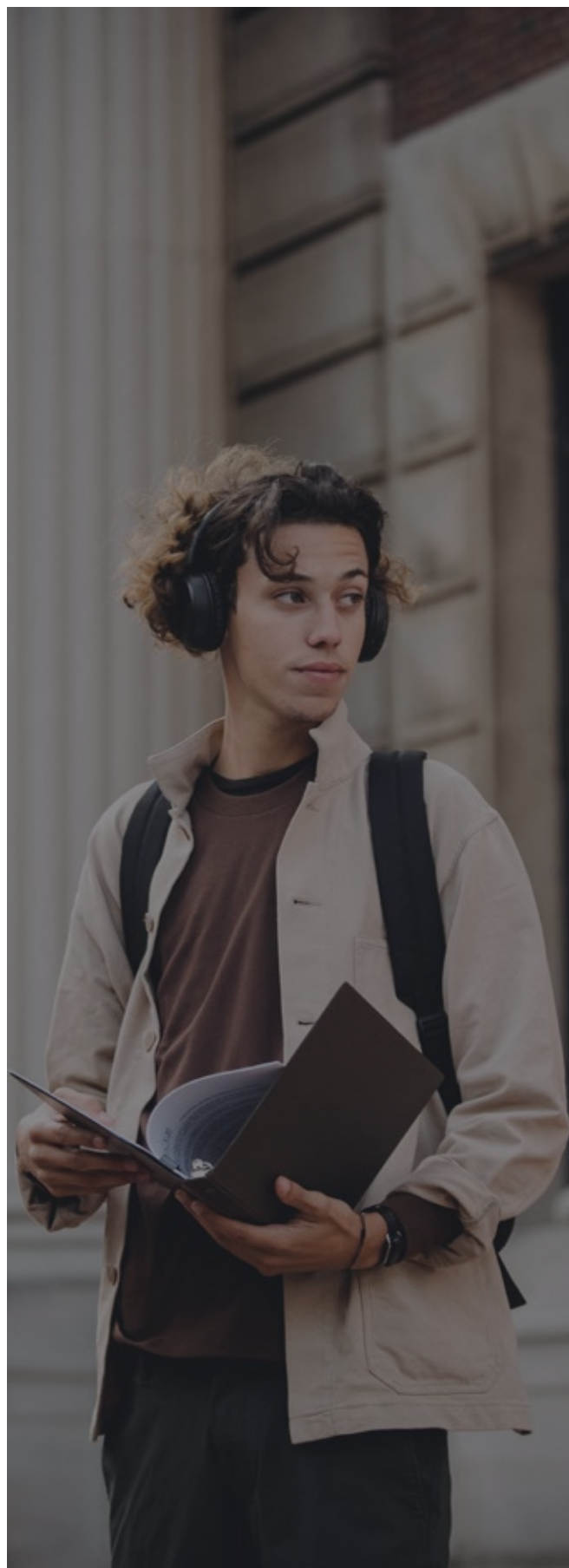
Even though social media and digital channels are considered the primary communication platforms for today's target student body, direct mail retains its place as a trusted and reliable method to deliver valuable content, while building brand awareness.

Custom mailing lists empower your enrollment marketing team to conduct campaigns in a more efficient manner, only sending communications to relevant audiences with verified addresses. This not only increases your chances of successfully acquiring prospective students, but also decreases your marketing spend because you're not chasing unqualified leads.

Direct Mail Prospects

AlumniFinder provides direct access to hundreds of direct marketing data sources, including eight of the nation's leading compiled resident/occupant, consumer, and business datasets for prospecting, enhancement, and analytics.

When you need exceptional coverage and precise targeting for student enrollment campaigns or additional insight on your existing students, trust the expert team at AlumniFinder to steer you in the right direction.



Enrollment Data Recommendations for Higher Education Institutions

High School Seniors and College-Bound Students

AlumniFinder's high school student and college-bound data is sourced from proprietary surveys distributed in high schools, educational websites, online behaviors, and public record information.

AlumniFinder's data tools enable you to select high school seniors and college-bound students by the following attributes:

- Class year
- College-bound interests
- Date of birth
- Email addresses
- Ethnicity
- Intended major
- Gender
- GPA
- Hobbies
- Household income
- Sports interest

College Grads and Alumni

Ideal for post-graduate studies and continuing education offers, AlumniFinder's college graduate and alumni data is sourced from college directories, educational websites, online behaviors, and public record information. This may include activities like, a prospective student: requested a catalog; requested student loan information; signed up for a related email; applied for a scholarship; made a school-related purchase; or searched for a particular school.

AlumniFinder can provide college graduation and alumni information with the following properties:

- Age/Date of birth
- Career interest
- College graduation year
- College major
- Email addresses
- Ethnicity
- Gender
- Head of Household income

**Please note that all student data requires sample mail piece/mailer approval.*

Adults Interested in Online/Continuing Education

Whether you're looking to attract students for continuing education offers or post-graduate studies and certificate programs; or targeting licensed professionals at their home address based on a variety of demographic attributes, AlumniFinder has got you covered.

Custom list-building involves examining business-to-business and business-to-consumer data to build an organization's ideal target audience. By using only best-in-class datasets, AlumniFinder enables marketers to successfully connect with their ideal audience.

Our data tools can provide information on:

- Individuals that have indicated via an online or offline survey that they are interested in furthering their education or attending online classes
- The level of education completed by an individual within your desired target geography
- Current professions of a target group. For example: healthcare workers; insurance brokers and agents; real estate brokers and appraisers; home contractors and much more
- Buying activities, interests, and online behaviors of your target students

**Please note: Email addresses can be appended but are not included by default. These lists would require approval for digital applications.*

EMAIL

Email Highly Connected Audiences

From mailboxes to inboxes, we know how to get your message delivered. AlumniFinder's in-house Email Marketing team manages all facets of email marketing, including copywriting, mobile-responsive design, targeted opt-in email audiences, email address verification, deployment, optimization, and detailed reporting.

Acquisition Email

According to Statista, more than 70% of students said they'd rather get information from colleges and universities via email. But how do you ensure that your emails aren't going directly to the spam folder?

An extensive selection of consumer data attributes paired with AlumniFinder's access to the highest-quality, opt-in email lists creates the ideal foundation for high-performing campaigns. Couple that with our sharp creative team and you've got a recipe for superior acquisition email marketing. AlumniFinder utilizes a rigorous email data vetting and approval process, maintains 100% CAN-SPAM compliance, and follows all ANA guidelines.

Loyalty Email

Your database of existing students, or those who have previously expressed interest, are the most valuable tools you have at your disposal. Effectively managing that data, however, can be a constant challenge. Managing your student data for segmentation, personalization, and automation is both a necessity and hindrance for many educational institutions. AlumniFinder can help.

Post-Campaign Reporting and Analytics

AlumniFinder recognizes the significance of lead attribution and return on investment analysis, so we provide comprehensive match-back reporting following your email campaign. Approximately 90 days after your final deployment, AlumniFinder will match your enrollment file to the individuals that received your email marketing messages to determine which enrollments were directly from, or influenced by, the email deployment. With this intelligence, you gain deeper insights into the specific conversions results.

EMAIL MARKETING SERVICES:

- Campaign consultation
- Acquisition audience identification and campaign deployment
- Loyalty campaign deployment
- Addition of email addresses to postal lists
- Creative services including design and copywriting
- Email paired with Digital Display Advertising and/or Paid Social Media Advertising

BENEFITS



Boost effectiveness by leveraging valuable insight into the student enrollment market



Optimize campaigns with access to the nation's leading databases and data-related services



Extend the reach of your message with the addition of email and digital marketing channels to your existing postal campaigns

DIGITAL



Leading Digital Advertising Tactics

Leverage AlumniFinder's expertise in the ever-evolving digital advertising space and benefit from a team that keeps up with current trends, consistently changing specs, and industry best practices. AlumniFinder's in-house experts provide end-to-end management of highly targeted digital advertising, social media advertising, and multichannel marketing campaigns.



Addressable GeoFence

Serve engaging digital display ads to prospective and existing students' mobile and desktop devices based on their physical address. Addressable GeoFence campaigns are ideal complements to direct mail initiatives as they are proven to increase overall conversion. Multiple targeting options are available, including existing postal lists or prospect lists obtained from AlumniFinder.



NextGen Behavioral Targeting

Connect with prospective students at the critical decision-making time when they are assessing their education options. With a list of keywords, AlumniFinder can reach the people actively searching for educational institutions or college degree programs. By serving ads during a prospect's decision-making journey, you'll reach the right audience at the right time, without wasted ad impressions.



Connected TV Advertising

Target unique behavioral audience segments with your video message over a collection of the nation's largest streaming platforms and services. AlumniFinder's Connected TV digital advertising service displays your video ad in an effective and impactful way. With a non-skippable content format, advertisers can engage with an audience committed to the content they are consuming.



Site Retargeting

Integrate Site Retargeting into your marketing strategy to keep your message in front of those who have recently visited your website. Site Retargeting encourages conversion by serving relevant ads to website visitors across their online journey. When the visitor leaves your website and continues to browse other sites online, the pixel follows their journey, targeting them with your display ads.



Web Visitor Intel

Turn your website into a lead generation tool enabling you to identify real-time, in-market prospects for your institution. With the application of custom script coding on your website, the data collection begins. Our proprietary matching process takes once anonymous visitors and turns them into robust multichannel prospects.



Paid Social Media Advertising

Enhance your campaign conversions as you showcase your organization on the nation's leading social media platforms, Facebook and Instagram. Ads placed in newsfeeds capture a viewer's attention quickly to produce strong results and gain more exposure from your digital marketing efforts.



Campaign Performance Optimization and Detailed Metrics

From concept to post-campaign recommendations and reporting, each step of your social media campaign will be executed with precision. Throughout, engagement metrics are closely monitored so that your valuable budget is maximized. You will visualize the success of your campaign with reporting that highlights insights, metrics, and tools provided by Facebook along with the detailed observations from our team.



Extensive Audience Targeting Capabilities

Reach your ideal audience with maximum exposure and precise targeting. Using our matching methodology, AlumniFinder leverages comprehensive data assets to create a truer match to your desired audience. Allow our expert team to craft your target audience using the following data or attributes that include:

- Acquisition targets
- Lookalike audiences
- Specific locations
- Consumer demographics, behaviors, lifestyles, and preferences
- Connections

Enrollment Case Study: Email Campaign Proves Successful in Driving Online Degree Enrollments



Company Profile
Career University



Industry
Higher Education

THE CHALLENGE

An online, career-focused university sought to integrate email into their current mix of digital marketing initiatives, but the ability to match degree program applicants back to the list of email recipients was critical to moving the campaign beyond a one-time test.

THE SOLUTION

We implemented a customized match-back process to determine which enrollments from the University's various channels (online forms, phone inquiries, and admissions applications) were directly from or influenced by the email deployment.

First, the scope of the email campaign was established. Two consecutive deployments of 72,000 records were delivered to a prospect audience that was selected based on age, education, and occupation criteria. A/B Split testing strategies were also employed to assist the school in determining which subject lines were the most compelling.

After 60 days of data collection, the University supplied all their contact details to us for analysis. Through our multi-step match-back process, we were able to determine which enrollees were recipients of the email campaign. Then, going one step deeper, we examined and identified where another member of the household (that had received the email) made an inquiry, applied, or enrolled.

THE RESULTS

As a result, we were able to provide a detailed campaign attribution report. The report included 2,200 inquiries, applicants, and enrollees between January 15 and March 8. In addition to having an exact email match, numerous other factors were considered when awarding direct attribution, including but not limited to geographic location, lead source, degree type, and parameters outlining details on pre-existing leads within the University's database.

Of the 2,200 records provided, 129 individuals (which represents a 6% conversion rate) were identified as being directly associated with the email marketing campaign deployment.

Additionally, both deployments achieved open rates almost triple that of current email marketing industry standards.

Deployment One	Group A	Group B
Verified Matches	23	30
Open Rate	14%	10.7%
Click-Through Rate	2.41%	1.7%
Open-to-Click	17.2%	15.8%

Deployment Two	Group A	Group B
Verified Matches	41	35
Open Rate	14.5%	17.6%
Click-Through Rate	2.45%	3.2%
Open-to-Click	16.8%	18%

