

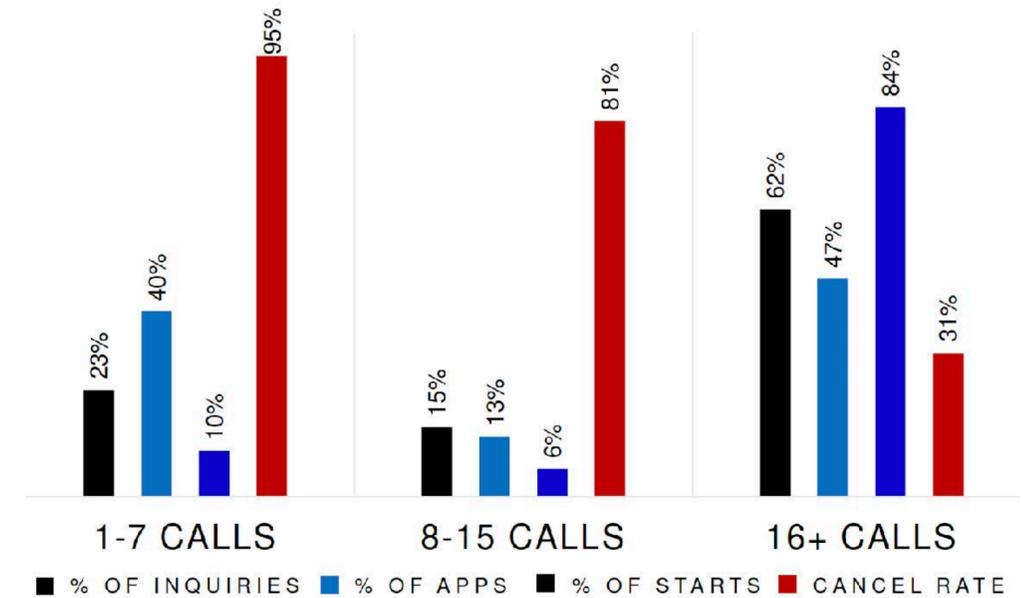
Data audit uncovers myths and misses, leads to 76% revenue increase

The Situation

Data and Audience Strategy director Bill Keller led this program for the client, a university system, that was experiencing stagnant online application and conversion growth. With limited resources - human and capital - and the imperative of a combined digital/human recruitment experience, they needed to ensure their marketing and operational efforts were totally aligned.

The client hadn't conducted a thorough strategic review of its data and marketing operation in over two years and was working against untested hypotheses. Though following certain "industry standards" and "best practices," the efforts were not as data-driven as they could be, leading to a lack of personalization/customization and conversion rates and costs that were not industry leading.

COLLECTION DATA:
SPEED TO LEAD FALLACY



Key Findings:

84% of starts come from leads that have been contacted greater than 16 times, and who cancel less than a third of the time.

Conversely, the cancellation rate for "speed to lead" successes is 95% - nearly a wasted effort.

The Solution

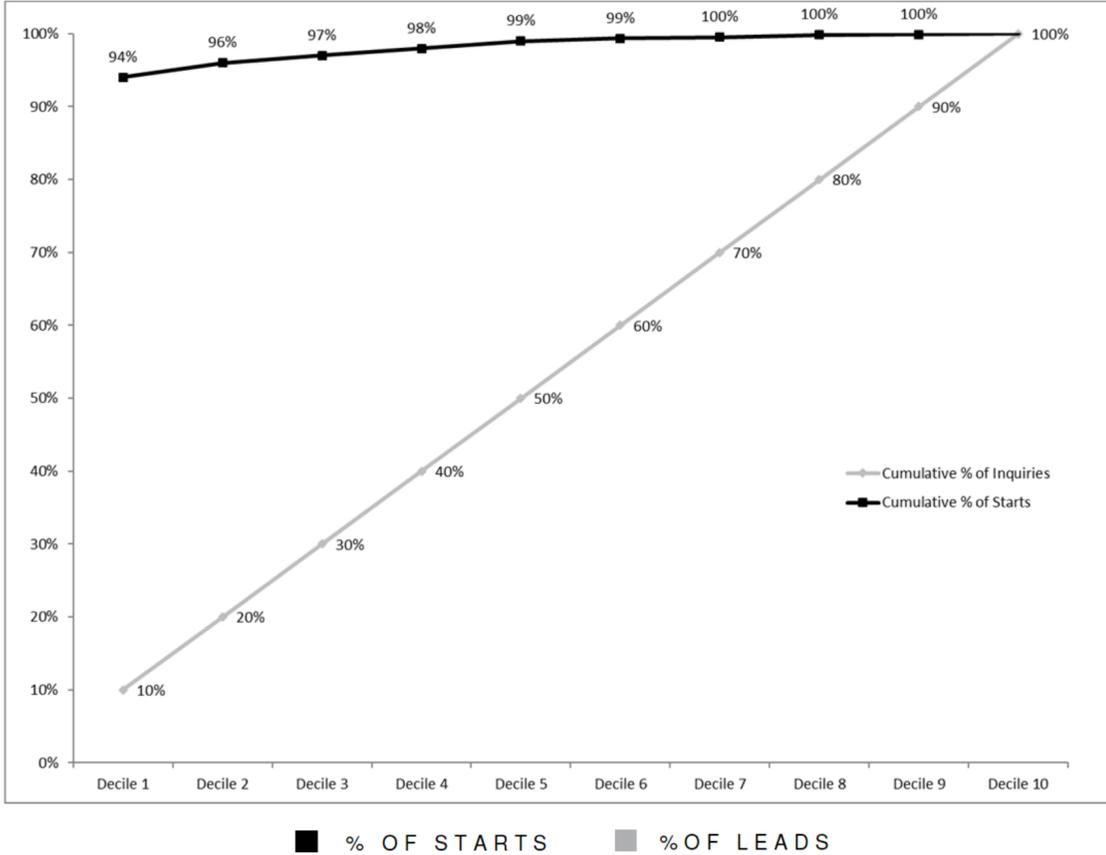
Following a strategic data audit, we developed and deployed a custom machine learning-based model in near real-time (NRT) that leveraged all available data - a first for the client.

From this, we created the PURE Propensity Index™ (PPI) - a ranking of applicants based on which types are most likely to enroll given quality, treatment and engagement across all channels.

Then, we applied the findings from our audit and audience segmentation inside a pilot multi-channel online marketing program. We analyzed at the pilot results and tuned the program for full launch.

COLLECTION DATA: START PROPENSITY MODELING

STARTS & LEADS by DECILE



Report Outcomes:

Top 20% of prospects in the system account for 96% of starts -- remaining 80% deliver the 4% balance

Going forward indicated actions: campus operations should prioritize their calling order and put a significant emphasis on top decile leads

Test channels and messages in concert with the calling campaigns to optimize conversions

Marketing and admissions should develop ongoing nurturing campaigns to efficiently identify the limited starters among the other 80%

Leverage velocity to market model for differentiation in messaging and approach

The Results

By taking a fresh look at the data and performance, creating new propensity-based audience segments and optimizing digital marketing channels, we achieved significant economic results for the client far surpassing the costs of the program.

Beyond measurable financial results, important brand and experience measures improved significantly as well.



Cost Savings

Marketing, resources and effort



Improved Revenue

Focusing on highest-value leads with deliberate effort



Better Student Experience

High-propensity applicants want, and got, unique engagement patterns that matter to them



Improved Employee Experience

Admissions advisors enjoy engaging with more qualified and interested prospective students

Cost per start down 64% Revenue up 76%

KPI	Control	Enhanced	Difference	% Difference
Cost Per Start	\$3,413	\$1,242	\$2,171	-63.61%
Number of Starts	646	1137	491	76.01%
Gross Revenue @ \$17,000/Start	\$10,982,000	\$19,329,000	\$8,347,000	76.01%