

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

AccuData 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 of their contact details to AccuData 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, AccuData was 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 deployed via AccuData.

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%