

# Personalized Web Response Automation Case Study



## **Huntington University**

Undergraduate, Graduate and Excel,  
Personalized Web Response Automation



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**H**untington University enhances the process of responding to Potential Student (PS) requests for information with Scope 1's marketing automation platform, proLead. The platform automates delivery of relevant content by connecting the "request information" web form and database to our marketing automation platform. The platform gathers data for segmentation, delivers the data to the University and provides dashboard access to the team. Upon submission, the personalization engine prepares and delivers thousands of unique emails, pdfs, web pages and direct mail Viewbooks. Hence the University's pet name for the platform, "Build-A-Brochure". Year after year this program provides some of the Universities highest response and matriculation rates while saving countless hours of time for the marketing and admissions teams.

## Campaign Objectives

- Decrease turn time from inquiry to response and time spent fulfilling requests for information
- Enhance response, application, matriculation rates while decreasing overall marketing spend to build up ROI
- Address both students and parents, encouraging campus visits and application
- Convey academic value, demonstrate career outcomes and explain the integration of faith and learning

## Huntington University Program Information

### Profile:

Undergraduate, Graduate & Adult  
Learning Programs  
Huntington, Indiana

Over 70 Academic  
Concentrations\*October 2009

### Facts:

#### Demographics

30 Denominations  
32 States  
16 Countries  
80% of Undergrads live on campus  
56% Female

#### Business Week

Ranked #6 Best Baccalaureate  
program in the Midwest by US News  
and World Report

#### Forbes.com

#### Top 100 Best Colleges

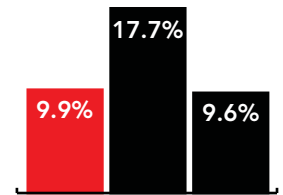
Female Students	25%
International Students	23%
Number of Countries Represented	16
Minority Students	19%

## Program Results

Percent of total leads compared to other major sources

9.9% of total institutional leads from Build-a-brochure

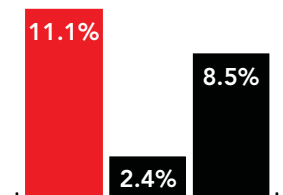
- 9.9% of total leads from Build-A-Brochure
- 17.7% of total leads Third-Party lead gen services
- 9.6% of total leads from State of Indiana



Application Rate from major sources

11.1% application rate from Build-a-brochure

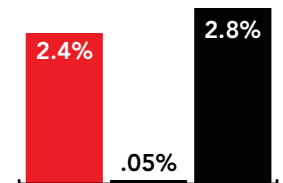
- 11.1 % applied from Build-A-Brochure
- 2.4% applied from Third-Party lead gen services
- 8.5 % applied from State provided names



Attendance Rate from Major sources

2.4% Attendance rate from Build-A-Brochure

- 2.4% attended from Build-A-Brochure applicant group
- .05% attended from Third-Party applicant group
- 2.8% attended from State applicant group



## Campaign Description

Huntington University launched this program in 2002 to fulfill requests for web-based inquiries with a personalized viewbook. In 2009 the platform was expanded to include all Graduate, Adult Learning programs and degrees. The platform was also upgraded to provide dashboard access, tighten the available API, and fully integrate two key components; the personalization engine and CANN-SPAM compliant Email. The platform collects a wide swath of data for segmentation and personalization then automates the delivery of leads and content both online and offline to reduce time and overall investment in recruitment efforts. Copy, content and creative are updated on a regular basis. Consultation is provided on best practices, layout, design, and copy.

### Phase 1: Data-Driven Web Interaction Three Faces to a Common Database

Technically, the three web forms for Graduate, Undergraduate and EXCEL Adult Degree Programs are subdomains of one microsite. They are the

*Phase 1: EXCEL Adult Learning, Undergraduate and Graduate Web Forms to capture prospective students personal information and program interests.*



first touch of a process designed to nurture students inquiring on the web to apply to the university by providing relevant content and hyper links based on the information entered in their form. The pages are created with cascading Style Sheets (CSS) and are consistent with the layout for each of the University’s programs. Upon submission, data from the microsite is placed directly into the core database for the marketing automation platform which is immediately queried for creation of the PS’s second page of web content.



Phase 1: Data driven web forms provide relevant content and links based on PS needs.

## Phase 2 Triggered Email Series Relevant Recent Content

Email series for 2009/2010  
**38.9 % Open rate**

- **Delivery rate: 97.9%**
- **Open rate 38.9%**
- **Clickthrough rate: 15.58%**

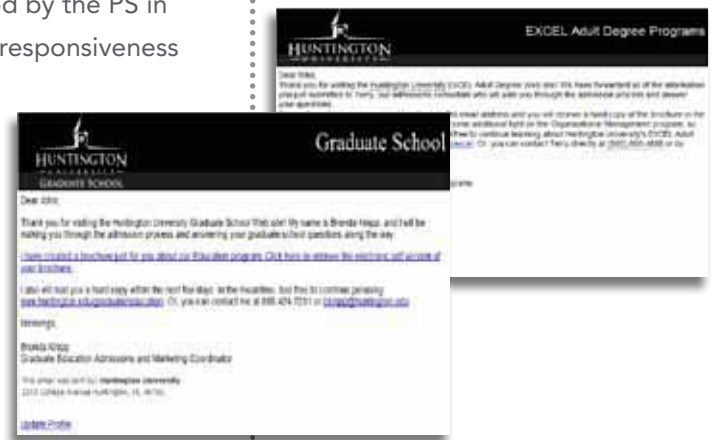
All PSs in the first phase are targeted in the second phase of the program with a three email sequence. These are touch points two, three and four of the campaign. The first email acknowledges receipt of the PS’s information by the institution. The second acknowledges receipt of their information by the counselor and the third delivers relevant information from the Counselor including hyper-links back to huntington.edu and to a download of the PS’s personalized Viewbook. Content for each email is based upon business rules outlined in consultation with the University and data submitted by the PS in the web form. Emails are timed on specific intervals to show responsiveness but also to appear “real”.



Phase 2: Undergrad triggered emails 1 and 2 personalized to Web Form submissions in Phase 1.

## Phase 3 Direct Mail: Multi-Channel, Multi-Purpose

The direct mail, personalized viewbook is the fifth touch of this integrated marketing program. Again, all of the content is based on the information submitted by the PS in the initial web form and the content is designed to be relevant in the PSs decision making process. Huntington University does not intentionally target the



Phase 2: EXCEL<sup>®</sup> Adult Degree Program’s first triggered email and the Graduate School’s third trigger. Both with personalized links and content based on predefined rules and Web Form submissions in Phase 1.

family of the potential student, but delivery of a direct mail piece involves the family and keeps them informed as influencers. To achieve economies of scale, these digitally produced Viewbooks are gang run, weekly, on a 4 color digital press. Each piece is different than the next one.

### Phase 4 Lead Management: Right Lead, Right Counselor, Right Time

Huntington University takes full advantage of the real time dashboard capabilities built into the platform. All leads are reviewed for cleanliness and uploaded into Jenzabar, the University’s data management system. Reports and data are made available for XML integration or delivery via FTP and email. Upon approval, the platform completes the multi-touch campaign for each PS and provides status updates for how far along the PS is in this workflow.

### Conclusion: Exceeding Expectations

Jeff Berggren VP, Enrollment Management and Marketing, Huntington University described the results in a recent Marketing Sherpa article (2010)<sup>1</sup>, “The build-a-brochure program is the number two lead generator for (our) team by volume, and the number two lead generator by quality. The only thing that would

be more efficient would be the names we get from the state of Indiana, and it’s really, really close. And those names are almost a little predisposed [by their location].” He has also stated that,

“Students who receive the personalized viewbook matriculate at higher rates for two reasons. The Web viewbook speeds up the student’s college investigations and creates an understanding of how Huntington might meet the student’s needs.”

To provide a comprehensive solution for the University and to round out the first contact experience for the PS, the platform has been enhanced to provide a closed loop, fully integrated 1:1 drip marketing campaign that includes, personalized microsites, multiple dynamic CANN SPAM compliant emails, online personalized PDFs, print on demand viewbooks, and automated lead management.

*11.1% of all Applicants  
are from  
Build-A-Brochure*



Phase 3: Undergraduate variable data direct mail with multiple custom field and assets.



Phase 3: EXCEL Adult Degree Program Direct Mail Viewbooks geared to the specific needs of the PS



Phase 3: Graduate School Direct Mail Viewbooks utilize predefined rules to provide relevant content.