



SUCCESS STORY

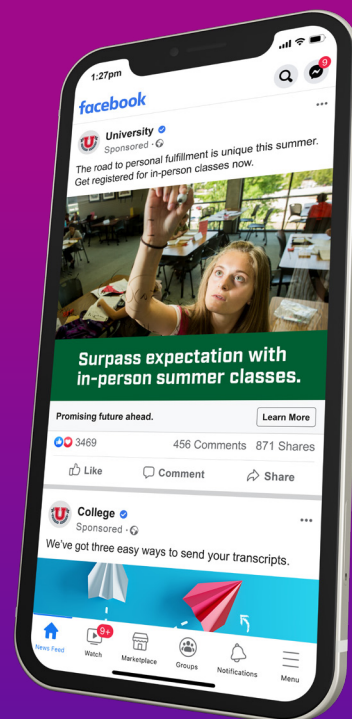
Boosting Spring Enrollment Among Last Year's No-Shows

PROBLEM

Limited resources for unconverted admits

Enrolling no-show students was a recurring challenge at this large, regional, four-year public university. Each year, a significant portion of admitted students never register to start classes.

The AVP of Enrollment Management was in a catch-22. Shifting his staff's focus to no-shows from previous terms would take much-needed attention away from converting more recent prospective students. Historically these unconverted admits had proven hard to reach and convert. The emails and texts his team used to successfully engage fresh inquiries and applicants were ignored by this group. As a result, no-show students remained under-reached year after year. The inability to activate these students represented a lost opportunity to boost enrollment numbers.





SOLUTION

A partnership approach grounded in behavioral science

The enrollment leadership knew they needed a different approach to turn no-shows into active students. With internal resources dedicated to converting new applicants, they sought an innovative partner who could reach these prior-term unconverted admits on their behalf. They decided to pilot Motimatic's fully managed solution due to its grounding in behavioral science and targeted social media capabilities.

Motimatic's team led the onboarding and go-live process within just 10 days, with minimal demand on the university's enrollment staff. Motimatic produced and deployed a set of university-branded GuidePosts to the list of no-shows, highlighting the value of a college degree and reigniting a desire to start their educational journey. These targeted posts align to specific behavioral objectives and seamlessly integrate into students' lives on social media.

RESULTS

The registrations started flowing almost overnight

Within 41 days of receiving Motimatic GuidePosts, a total of 131 no-show admits from prior terms had registered as students. In parallel, the university team maintained a focus on new admits. By the time registration closed, the university had recorded one of its largest intakes in decades.

Inspired by the success of this first launch, the AVP of Enrollment Management began engaging Motimatic to tackle additional enrollment challenges. "Motimatic was incredibly easy to work with and the ROI was guaranteed. They're now a part of our ongoing strategy for high priority enrollment efforts."

131

Conversions achieved

41

Days to value

\$396k

Immediate revenue

38x

Estimated lifetime ROI

