



SUCCESS STORY

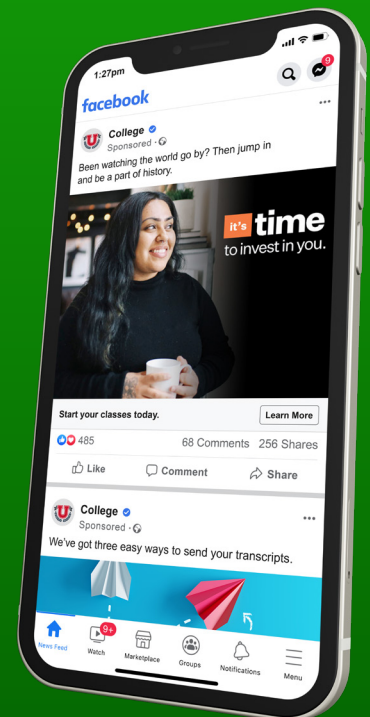
Higher Education Enrollment Yield

PROBLEM

Engaging a backlog of unresponsive admits

A large, public university had accumulated an extensive backlog of prospective students. Despite having applied and been accepted, these learners had yet to start classes. The list included thousands of applicants going back from three months to over a year.

Although a long-standing problem, it was mission-critical that at least 3% of nearly five-thousand unresponsive admits register for classes and make progress toward a degree.





SOLUTION

A massive opportunity, a new approach

The opportunity was immense, but phone calls, emails and text messages were not moving the needle. The university had even piloted a special email initiative to no effect. They decided to try something new. They partnered with Motimatic to engage these learners with powerful content and a dynamic platform.

Motimatic deployed behavioral science-backed content experiences across social and digital platforms to motivate learners to act. Enrollment was made easy—activating on Facebook, Instagram and Google meant registering was only a click away.

The solution continuously analyzed the learners' engagement with the content and adjusted the content serving over time to ensure students received the most relevant guidance, information and calls-to-action.

RESULTS

Enrollments were immediate

Eighty-six learners signed up for classes within the first week of receiving GuidePosts. Nearly two hundred new registrations were achieved within a month. Ultimately, 314 students from the starting backlog enrolled to start classes. This total included over 60 applicants from over a year ago.

314

Conversions achieved

\$1.1m

Immediate revenue

110x

Estimated lifetime ROI

