

# ONLINE UNIVERSITY DOES ITS HOMEWORK TO RECRUIT HIGH-VALUE STUDENTS

## ONLINE EDUCATOR LOWERS ITS COST PER ENROLLMENT AND INCREASES REVENUE

A worldwide leader in online education offers college, career and high school degrees. The University needed to drive down its cost per enrollment and increase its acquisition of students who complete programs.

To recruit students, the University purchased Web-generated leads from third parties. The University's admissions team called each prospective student to answer questions, provide information and encourage enrollment. Since the Web-generated leads had merely expressed interest in further education, not specifically in the University's programs, many turned out to be unqualified. As a result, the admissions team had to call large volumes of leads in order to keep enrollment rates up. The cost per enrollment was unmanageable.

Even after enrolling, it was unusual to see students pay their full tuition fees or graduate from their programs. The University had tried to overcome these challenges with more targeted outbound marketing campaigns but was unable to

### *The Challenge*

*An online university needed a dramatic shift in its recruitment strategy in order to improve the quality of its leads and increase the number of students who stay enrolled in programs.*

### *The Solution*

*ElementOne Analytics from TARGUSinfo.*

### *The Result*

*Lower student acquisition costs and increased enrollment of high-value students who complete their programs.*

effectively identify, let alone reach, students who would ultimately be a better fit and more profitable to the University.

To accurately identify these students, understand where to find them and how to reach them, the University turned to TARGUSinfo. It had considered off-the-shelf segmentation systems but found them ineffective in identifying unique student types for the University's various and diverse programs.

TARGUSinfo combined the University's past enrollment data with a wealth of household-level data to **identify the types of students most suited to enroll and stay in the University's various programs**. Ideal student types were refined by incorporating syndicated data such as current education levels, recent research into online education, interest in further education, etc.

TARGUSinfo provided an in-depth demographic profile for each ideal student type. Profiles contained information such as geographic concentrations and detailed media consumption patterns that enabled the University to launch a **highly targeted print, radio, direct mail and online recruitment campaign** with confidence. **Now prospects contacting the University are much more qualified, more likely to enroll and to stay enrolled.**

The new recruitment campaign drives response to an 800-number and the University's Web site. As prospects respond, they are instantly scored and **hot leads are rushed to the top of the call queue**. The scores also indicate which program is best suited to each lead so that the admissions team can use **customized scripts that immediately resonate with prospective students**, eliminating the need to ask lengthy questions.

The University also maintains several offline campuses and works with TARGUSinfo to analyze the population around each campus and develop programs better suited to the potential base of students in that area.

As a result of working with TARGUSinfo, the University was able to **drive down its cost per student acquisition and dramatically increase the number of students who stay enrolled in its programs**, delivering real results to its bottom line.

