

# Education



## The Situation

A California based community college was looking to capture and identify their website visitors, then send an offer to motivate them to register for their school.

## The Process

The first step was to install a pixel on the website to enable identification of site visitors, determine pages visited and the frequency of site visits.

Pages visited we noted such as: free tuition, accelerated program, online vs. in person interest, and language chosen.

Step two was to match those signal generated to an individual name and home address, and deliver a personalized direct mail offer in the identified language (English or Spanish)

Approximately 65,000 total pieces were mailed for the Fall semes

## CASE STUDY

Connect and convert your website visitors.

The college exceeded their recruitment goals for not just the Fall semester but for the entire school year which empowered them to acquire additional funding for future growth .

Accomplished

