

Email Marketing

With Capture Email Marketing services, we create and send branded, personalized emails with targeted content to students segmented by their status. How a prospective student responds to each email (e.g. opens, clicks on a link, etc.) dictates the next message we send.

Capture conducts several A/B tests throughout the campaign, using the resulting data to make adjustments and improve conversion rates. We provide our partners with real-time tracking through Engage 3.0 and deliver an in-depth analysis at the end of each campaign.

Base Package Features

- 40 *unique* emails created per year for communication flows and ad-hoc emails
 - » A “comm flow” is a series of 4+ emails sent to a particular population of students (and often repeated)
 - » An “ad hoc” series is 1 or up to 3 emails that are sent only once.
- Communication flows: Up to 3 comm flows (e.g. Soph, Jr, Sr // Senior segment 1, 2, 3)
 - » Number of unique content emails varies between 6-12
- Revisions: Up to 3 revision cycles per email
- Templates: Up to 4 unique responsive email templates
- A/B Tests: Up to 10 tests
- Includes online dashboard and standard reports via Engage 3.0
- Includes CBE Lite if not bundled with full CBE

Additional templates, comm flows, and email packs may be purchased separately.

20%

Average email click rate for **MidAmerica Nazarene University**, more than double the industry average of 7%.

Benefits

- High ROI marketing channel
- Provides consistent, accurate, and frequent contact with prospects
- Easy to customize messaging based on prospect’s position and actions taken
- Provides measurable and actionable results data
- Provides prospects with the flexibility to take action, with no time of day constraints

