



Making the Most Out Of Targeted Email and Dynamic Content

55%

Academic Scholarship Calculator Completion Rate

23%

Custom Landing Page Completion Rate

Since 2011, Capture Higher Ed has designed and implemented innovative marketing platforms and services for higher education recruitment and enrollment management. Capture also has expanded its platform and services to help universities in their fundraising efforts.

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A private, liberal arts college in the Northeast is making the most out of its partnership with Capture Higher Ed by targeting email marketing and dynamic content to prospective students. The college reported:

- 77% of its deposited students for the fall enrollment cycle clicked through an email sent by Capture.
- 58% of prospective students who clicked through Capture’s dynamic content went on to complete an application.

Academic Scholarship Calculator

Capture’s Academic Scholarship Calculator is a piece of dynamic content that can be embedded on the university’s admissions and scholarship pages. It estimates prospective students scholarship eligibility. During the enrollment cycle, this Academic Scholarship Calculator garnered:

- 663 unique impressions
- 365 completions
- 55% completion rate

Custom Landing Page

Capture also produced a custom landing page for the university with a “fast app,” a truncated enrollment application sent out via email. During the enrollment cycle, these fast apps collected:

- 562 unique impressions
- 131 completions
- 23% completion rate

ENGAGE Enhanced

The institution made all their strategies stronger and more cohesive with ENGAGE, the marketing automation solution in Capture’s Behavioral Intelligence Platform. Designed specifically for higher education, ENGAGE tracks visitor behavior on the college’s website, so admissions counselors can identify which pages on the site prospective students are visiting and target relevant messages and content to them in real time.

The college also used Capture’s Email Marketing and Smart Direct Mail — integrated products and services that increase brand awareness, encourage responses and boost conversions.