




Success Story

 UNIVERSITY OF THE
CUMBERLANDS

Engage

Gauging the Interest of Your Admitted Student Pool

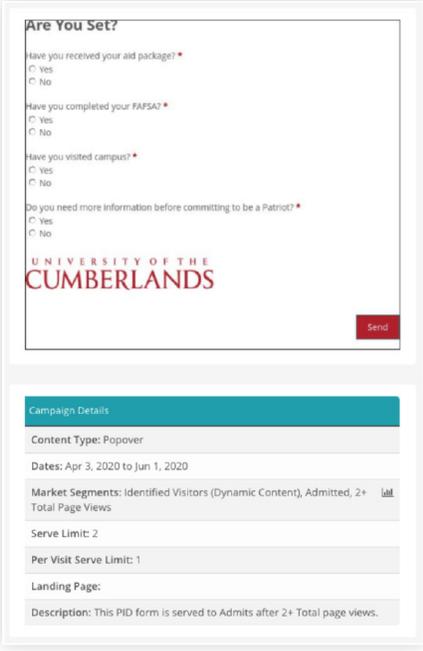
How do you predict behavior in unpredictable times? Like many institutions of higher learning, the University of the Cumberlands was trying to do just that as COVID-19 changed the landscape for prospective students across the country. No longer could Cumberlands rely on tried and true methods to provide insights as to who was most likely to enroll. It was time to try something new.

As a trusted partner of more than four years, Capture provides a host of enrollment services for the University of the Cumberlands, including behavioral intelligence via Capture's ENGAGE marketing automation software. Using ENGAGE to measure 100% of all visitor traffic to the university's website, Capture deployed an admitted student survey tool. Whenever an admitted student visited two or more Cumberlands web pages at its edu site, a short survey form displayed to the web visitor.

By asking these questions, the Cumberlands admissions team was able to gauge the interest-level and concerns of their admitted student pool more accurately. The responses to the questions from the accepted students, which were made when the students were demonstrating their own engagement, allowed the team to focus on specific areas and assist where there were major areas of concern.

The good news? These students wanted to share. The survey campaign performed with a 42% conversion rate. Of the 40+ students submitting the form, 16 have gone on to deposit.

While the answers to these questions could have come from a survey deployed via email, using the online behavior of admitted students allowed Cumberlands to present the survey at the point of maximum virtual engagement on the part of the admitted web visitor. This provided Cumberlands with a new channel to connect with their admitted students.



Are You Set?

Have you received your aid package? *

Yes

No

Have you completed your FAFSA? *

Yes

No

Have you visited campus? *

Yes

No

Do you need more information before committing to be a Patriot? *

Yes

No

UNIVERSITY OF THE CUMBERLANDS

Send

Campaign Details

Content Type: Popover

Dates: Apr 3, 2020 to Jun 1, 2020

Market Segments: Identified Visitors (Dynamic Content), Admitted, 2+ [View](#)

Total Page Views

Serve Limit: 2

Per Visit Serve Limit: 1

Landing Page:

Description: This PID form is served to Admits after 2+ Total page views.