



# BEHAVIORAL ENGAGEMENT

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**INNOVATION FOR  
A NEW GENERATION**



Behavioral Engagement is an innovative solution that represents the next generation in recruitment technology. It monitors behavioral data from your prospects and provides tools to message students in real-time when they're engaged with your site—making them more likely to enroll in your institution.



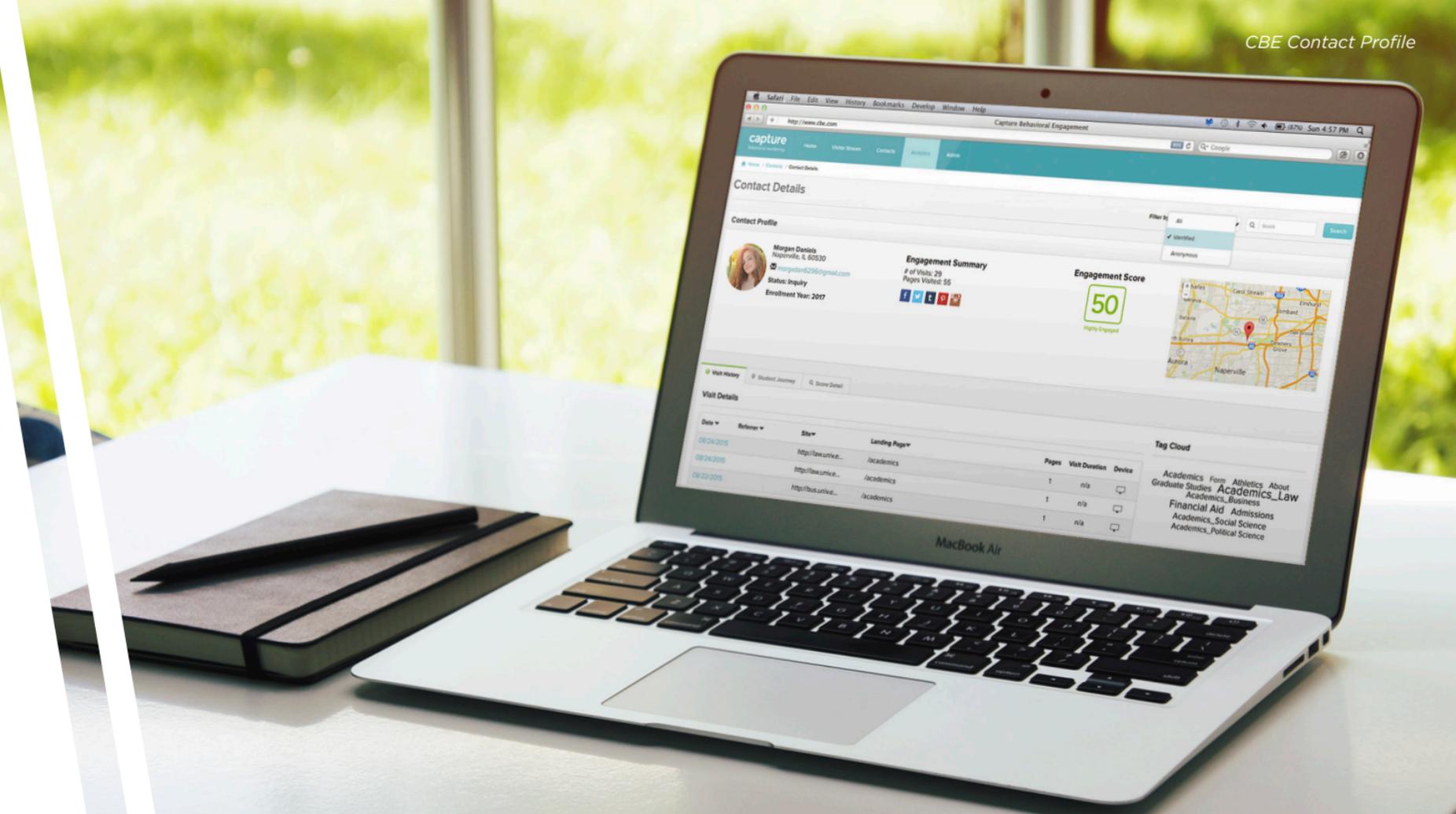
**CBE**  
CAPTURE BEHAVIORAL  
ENGAGEMENT



CBE provides an opportunity to communicate with 40x more students than even the largest search strategy.



**Dr. Thom Golden**  
Vice President of Data Science  
Capture Higher Ed



capture  
Capture Behavioral Engagement

Home | User Stream | Contacts | Analytics | Admin

Filter by: All | Identified | Anonymous

**Contact Profile**

Morgan Daniels  
Naperville, IL 60530  
morgand29@gmail.com  
Status: Inquiry  
Enrollment Year: 2017

**Engagement Summary**  
# of Visits: 29  
Pages Visited: 55

**Engagement Score**  
50  
Highly Engaged

**Visit Details**

Date	Referrer	Site	Landing Page	Pages	Visit Duration	Device
08-24-2016		http://law.univ...	/academics	1	n/a	
08-24-2016		http://law.univ...	/academics	1	n/a	
08-22-2016		http://bus.univ...	/academics	1	n/a	

**Tag Cloud**

- Academics
- Form
- Athletics
- About
- Graduate Studies
- Academics\_Law
- Academics\_Business
- Financial Aid
- Admissions
- Academics\_Social Science
- Academics\_Political Science

A photograph of a large, Gothic-style stone building, likely a university tower or clock tower, set against a warm, orange-hued sunset sky. The building features intricate stonework, arched windows, and a prominent clock face. The overall mood is serene and academic.

# GEOGRAPHIC REACH

**University of Toledo**  
Toledo, OH

A large, light-colored, stylized letter 'f' graphic that serves as a decorative element for the testimonial text.

Our team couldn't wait to start utilizing all the features of CBE. Within two weeks of partnering with Capture we started launching campaigns to target freshman prospects that, unbeknownst to us before CBE, were actively engaging us on our website. The options are endless on how we can communicate 1:1 with prospects, which is what we were drawn to, along with the ability to remove the “stealth” component of students learning about our university.

**Billy Pierce**  
University of Toledo

## GEOGRAPHIC REACH

# University of Toledo

Personalized targeting is what CBE does best. When recruiters from The University of Toledo are traveling for college fairs, they utilize engagement data to target website visitors with dynamic content that encourages them to attend an upcoming college fair. Visitors from each market receive a customized image that details the upcoming event in their area and invites them to meet with Toledo recruiters.

### Campaign Goal

Increase applicants from 5 strategic out-of-state markets.

### Campaign Timeline

Campaigns ran from one to three weeks based on college fair dates.

### About the Partner

Public university  
Toledo, OH  
Enrollment: 21,000

## RESULTS



# 16.7%

All five of Toledo's event campaigns have ended, having served more than 7,700 visitors, with click-through rates up to 16.7%.



CBE VALUE

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For partners utilizing email marketing, their web traffic increased, on average, 6.5% after each email distribution.





# SHAPING THE CLASS

**Belhaven University**  
Jackson, MS

# RE

Capture continues to push our industry forward with the most innovative technologies. CBE has been great for targeting very specific groups. For example, we recently spent two weeks promoting a dance audition to both known and anonymous students visiting those pages and had a click-through rate of over 15%, generating increased interest.

**Suzanne Sullivan**  
Belhaven University

## SHAPING THE CLASS

# Belhaven University

Using dynamic content pop-up screens and images, Belhaven University invited prospective students to learn more about upcoming dance auditions. Clicking through the images led to landing pages with additional details and a registration form.

### Campaign Timeline

Two-week campaign beginning in February 2016.

### Campaign Goal

Promote interest in its Dance Department degrees.

### About the Partner

Private institution affiliated with the Presbyterian Church  
Jackson, MS  
Enrollment: 3,800



## RESULTS



# 15.3%

Over the course of two weeks, the message was displayed 382 times to 176 unique visitors. 15.3% clicked through to the landing page.

We partnered with Capture to gain a better understanding of which of our admitted students were really engaging through yield season. The tools and reports provided by Capture, and their use of dynamic content, has enabled us to take personalized messaging to another level. Understanding student behavior during this key time in recruitment has enabled my staff to be more efficient with their time and focus on those students who were engaged and highly interested.

**Kent Barnds**  
Augustana College



## Success Stories



Our dynamic content campaigns have **averaged a 5.4% click-through rate**, more than **8x** the industry average for retargeted banner advertising.



To date, Capture's **134** dynamic web content campaigns have served nearly **340,000 unique impressions**.



Our **top 10** highest performing dynamic content campaigns have **averaged an 8.9%** click-through rate.

With CBE, our partners are leveraging data to evolve the student experience by providing the most powerful interactions when they matter most. This precision enables our partners to directly influence students throughout their entire decision journey.



CBE was the ideal solution for two major initiatives we wanted to improve this year; increasing campus visits and communicating with parents more directly. In the first three weeks we delivered the dynamic content to more than 1,600 anonymous users and were able to convert 49 of those into actual campus visits. We already have two other CBE campaigns underway.

**Kristin Coulter**  
Concordia University Texas

# DRIVING APPLICATIONS AND CAMPUS VISITS

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**Concordia University Texas**  
Austin, TX



## RESULTS



# 5,655

More than 5,655 anonymous visitors have viewed the campus visit message, and 3.2% have clicked through to the registration form.

## DRIVING CAMPUS VISITS

# Concordia University Texas

Counselors are using CBE to increase their personal outreach. Utilizing dynamic content on all pages regarding campus visits, prospective students are encouraged to submit more information or sign up for a visit. When a prospective student submits a registration form, it triggers a personalized email from a counselor to the student, and an email alert detailing the student's interests is sent to the regional counselor.

### Campaign Timeline

Ongoing campaign beginning March 2016.

### Campaign Goal

Promote campus visits and increase personal outreach from counselors.

### About the Partner

Private institution  
Austin, TX  
Enrollment: 2,600

## DRIVING APPLICATIONS

# King's College

To introduce prospective students to their admissions counselors, all visitors to academics-related pages were served a personalized welcome greeting from their individual counselor, based on the visitor's geographic location.

### Campaign Goal

Increase applications.

### Campaign Timeline

Ongoing campaign beginning February 2016.

### About the Partner

Private, liberal arts College  
Wilkes-Barre, PA  
Enrollment: 2,700



## RESULTS



# 4,600

In 6 weeks, more than 4,600 visitors were introduced to their counselors, and 7.7% of the prospective students clicked through to learn more.

## RESULTS



# 21%

After just the first month of the campaign, UC saw campus visits increase 21% over the previous year.



## DRIVING CAMPUS VISITS

# University of the Cumberland

The University of the Cumberland is using a toaster to encourage campus visits to anonymous traffic on any visit-related page. In three months, 7,792 anonymous visitors received the message, and 5.5% of them clicked through to the registration form. In the first month of the campaign, the number of campus visits was 21% greater than the same time the previous year.

### “ Partner Testimonial

We were drawn to Capture because of their innovative culture. While we utilize all of Capture's enrollment services, we are really impressed with the data coming from CBE. We utilize it to encourage students to visit campus. During the first month of our campaign, we had 21% more students visiting campus than this time last year. We love the team at Capture and look forward to seeing what's next! ”

- Dr. Jerry Jackson, University of the Cumberland

## DRIVING CAMPUS VISITS

# Tusculum College

Tusculum College is using a toaster to promote a campus visit, offering a free t-shirt and backpack as an incentive to attend. The message is displayed four times to each unique visitor or until the image is clicked. Clicking on the toaster takes the visitor to a preexisting landing page that provides additional information about the open house for students and parents, as well as a registration form.

### Campaign Goal

Increase attendees for open house.

### Campaign Timeline

Two-week campaign beginning in March 2016.

### About the Partner

Private college affiliated with the Presbyterian Church  
Tusculum, Tennessee  
Enrollment: 1,700



## RESULTS



# 7.7%

In 2 weeks, more than 1,415 visitors were shown the open house toaster. 7.7% of the prospective students clicked through to learn more.

## Enrollment Facts



**64 percent of Gen Z** considers earning an advanced degree to be one of their life goals.  
(Intern Sushi / CAA)



Nationwide, the number of high school graduates is expected to grow **10 percent in the next 10 years.**  
(USNews Education)



**85 percent of Gen Z** does their research about colleges and universities online.  
(JWT Intelligence)

# EE

How do you define an inquiry? In admissions-speak, it is usually someone who “raises their hand.” With CBE, we can show you students who are “raising their hands” without ever going to a high school visit, college fair, or setting foot on campus.



**Dr. Brad Weiner**

Data Scientist  
Capture Higher Ed



# NON- TRADITIONAL

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**Augsburg College**  
Minneapolis, MN

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Capture truly thinks differently about enrollment management. They are a data-driven company that's helped positively influence our strategy with their innovative products. They understand who we are and provide creative and content that is more true to Augsburg than anyone we've worked with before.

**William Mullen**  
Augsburg College

## NON-TRADITIONAL

# Augsburg College

One of the most effective ways to recruit adult students is to demonstrate that a large number of past credits will transfer. Dynamic content is displayed to Augsburg Adult Undergraduate page visitors, promoting the transfer credit evaluation process. Visitors fill out a Augsburg's Adult Inquiry form, which requests basic information from the visitor. An Augsburg counselor sets up a personalized planning session to discuss the transfer credit evaluation process.

### Campaign Timeline

Ongoing campaign beginning in January 2016.

### Campaign Goal

Increase transfer credit evaluations as part of its Adult Undergraduate recruitment strategy

### About the Partner

Private, Liberal Arts College  
Minneapolis, MN  
Enrollment: 2,600

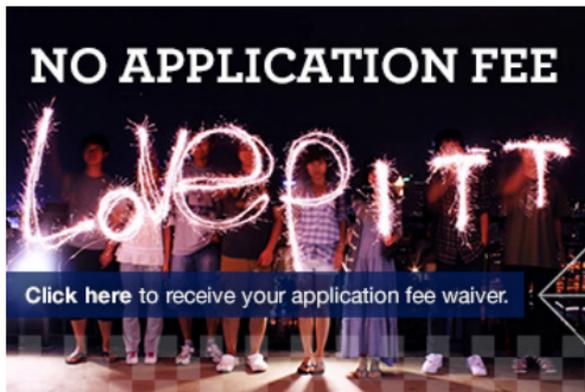


## RESULTS



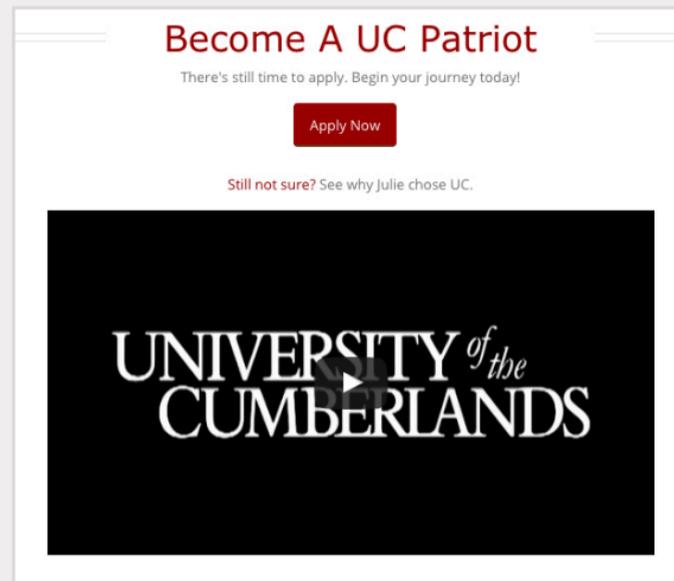
# 5.1%

of visitors clicked through to the transfer credit evaluation form. Over the course of three months, the message was displayed 3,578 times to unique visitors.



**UNIVERSITY OF PITTSBURGH**  
Toaster Display Ad Dynamic Content

**UNIVERSITY OF TOLEDO**  
Toaster Display Ad Dynamic Content



**UNIVERSITY OF THE CUMBERLANDS**  
Popover Dynamic Content

## VALUE-DRIVEN CONTENT

At Capture, we don't just push out the same content over and over again. Our creative and content gurus deliver pieces that are unique to you, representing your brand and values in a way that is eye catching and relevant to prospective students.



RECRUITMENT **REIMAGINED**

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