

SUCCESS STORY

Biola University

Partnership Goal

Among Biola's partnership goals with Capture Higher Ed is to expand the university's reach and increase its international student population.

Results

- » Out of the 756 international students Capture tracked on Biola's website, 158 (21 percent) went on to apply.
- » Out of the 158 students who applied, 96 (61 percent) have deposited.
- » A South Korean student who had visited Biola's website previously clicked a retargeted ad from the university. The ad took her to the "Financial Aid and Scholarships" page of the school's website. During that visit back to the website, the student ended up inquiring, creating an account and starting an application. Within two months, the student had completed the application process and was admitted to the school.

Services Used



Capture Behavioral Engagement

- » Biola utilizes CBE to help drive prospective students back to certain pages where they are then served with dynamic content. It is a great way to keep their brand in front of a prospective student and motivate that student to make a move.



Digital Advertising

- » *Retargeting* involves sending customized ads to those who have visited their website in the recent past. These ads remind a prospect to complete an action like filling out an application or signing up for a visit.
- » This multi-channel approach of using CBE and Retargeting together allows Biola to customize ads to students — in this case to appeal to an international audience, stimulating brand awareness and engaging students one-on-one.

In Their Words

BIOLA UNIVERSITY IS A NATIONALLY RANKED CHRISTIAN UNIVERSITY IN THE HEART OF SOUTHERN CALIFORNIA SERVING MORE THAN 6,200 UNDERGRADUATE, GRADUATE AND ONLINE STUDENTS.

It has been a pleasure working with Capture to build our international student population at Biola. CBE has been an essential part of our recruitment strategy this year. The detailed daily reporting assures that our team is always focused on the right priorities.

**BRAD CAMILLERI, DIRECTOR OF UNIVERSITY ADMISSIONS MARKETING,
DATA MANAGEMENT & RESEARCH**

