

## SUCCESS STORY

# University of Toledo

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### Partnership Goal

While Toledo has a strong application flow, the goal was to increase overall applications and be more strategic in specific application populations, especially in the area of international inquiries. The university also wanted to promote campus visits, honors college interest and career fairs where the school's counselors would be present.

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### Services Used



#### Capture Behavioral Engagement

- » Monitor students' web behaviors then communicate one-on-one with each prospect based on his or her interests.
- » Send dynamic content that displays information the student finds relevant and interesting based on his or her search behavior.
- » Use the Capture Engagement Score (CES) to guide a communications strategy unique to Toledo.

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### Results

- » Between August 1, 2015 and July 31, 2016, over 10,000 students were served dynamic content.
- » Capture Labs analyzed three triggered emails for the school, including in-state and out-of-state visitors who went to visit-related pages, and also international visitors who visited the partner's site from one of the school's 12 sister cities in 11 countries.
  - » 18,283 total interactions
  - » 9.6% click-through rate
  - » 9.0% conversion rate — students who completed a form after clicking on a piece of dynamic content
  - » After receiving a triggered email, students' average CAI (related to CES) increased 17% during the next week.
- » Using CBE, Capture also increased identification by tracking every visitor that clicked on the link and filled out the form.

# In Their Words

**THE UNIVERSITY OF TOLEDO IS A LARGE, STUDENT-CENTERED, PUBLIC METROPOLITAN RESEARCH UNIVERSITY IN TOLEDO, OHIO SERVING 23,000 UNDERGRADUATE, GRADUATE AND NON-TRADITIONAL STUDENTS.**

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.

**BILLY PIERCE, DIRECTOR OF UNDERGRADUATE ADMISSION**

