

## SUCCESS STORY

# Illinois Wesleyan University

### About the Partner

With an enrollment of approximately 1,800 students, Illinois Wesleyan University is an independent, exclusively undergraduate liberal arts college in Bloomington, Ill.

### Partnership Goal

Illinois Wesleyan University was locked in a downward trend of declining enrollment and yield rates. To drive enrollment, IWU partnered with Capture Higher Ed through a full-service plan that includes Capture Behavioral Engagement (CBE), direct mail, digital display targeting and Envision enrollment modeling.



With Capture's products, we can manage our prospective students by reaching out to them through their preferred and inherent channels. CBE and Envision allow us to focus our attention on the right prospective students ... the ones who will arrive on campus in the fall and thrive in our community throughout their four years.

**LEANN HUGHES, VICE PRESIDENT  
OF ENROLLMENT AND MARKETING**



2303 River Road, Suite 201  
Louisville, KY 40206

[www.capturehighered.com](http://www.capturehighered.com) // 502.585.9033

## Results

### For Fall 2018:

- » Exceeded last year's yield by 5 percentage points.
- » Exceeded last year's enrollment by 33%.
- » Last Envision enrollment prediction was 99% accurate.
- » 82% of deposited students engaged with some form of communication from Capture (Email, Direct Mail, CBE dynamic content).
- » 9% of deposited students were identified as organic leads from CBE.

## Services Used

### Capture Behavioral Engagement

- » Capture's marketing automation designed specifically for higher education, CBE is an innovative tool that monitors visitor behavior on a partner's website, so they can learn more about what prospective students are looking for and send them targeted messages in real time. The intelligence enables more intentional, real-time opportunities.

### Direct Mail

- » Capture uses smart direct mail as part of an integrated approach to increase brand awareness and encourage responses and conversions. Full-service design, production and mailing services are included.

### Digital Display Targeting

- » Capture's Digital Display Targeting (DDT) services use a multi-channel approach to deliver customized display ads to prospects, tailoring the content and creative of each ad for specific audience segments. These display ads promote brand awareness, engagement, conversions and the effectiveness of all other marketing campaigns. Our DDT suite of products provides a complementary approach to online advertising using the most innovative technologies available.

### Envision Predictive Engine

- » The only comprehensive predictive engine in the market today, Capture's patent-pending Envision utilizes machine learning and a non-linear analytics tool set to accurately predict not only who will apply, but also who will enroll. For the 2017 class, we were 98% accurate in both applicant and enrollment predictions. With this kind of accuracy, our partners are able to confidently make the decisions that shape their enrollment class. Accurate models pay for themselves by helping partners eliminate waste in their recruiting efforts.