



# Guiding the International Decision Journey with Marketing Automation

66

Website Visits

206

Web Pages Viewed

7

Popover Ads Served

3

PID Forms Completed

35

Toasters Served

Since 2011, Capture Higher Ed has designed and implemented innovative marketing platforms and services for higher education recruitment and enrollment management. Capture also has expanded its platform and services to help universities in their fundraising efforts.

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A private, liberal arts college in the Northeast United States guided a student located in Jinhae, South Korea on an international student decision journey that led to her enrollment in the school's Master of Divinity program. The decision process spanned three seasons — from an early fall inquiry to a springtime deposit.

The journey started over a six-day period in the fall when the Korea-based student went directly to the university's academic program pages and returned several times throughout the week. This activity resulted in an official inquiry in September and a subsequent enrollment application in November. But then her browsing history went quiet. Had she lost interest? Was she pursuing other institutions?

In early December, while awaiting an application decision from the student, the institution used Capture Behavioral Engagement (CBE) to target a digital display advertisement to reengage the prospective student and guide her back to the university's website.

This strategy worked! The newly reengaged student returned to the university's site. Now that the student progressed further along the student decision journey, additional strategies were targeted based on her behaviors. On a February visit to the site she received an international-specific toaster — "Welcome to Your Home in The States" — resulting in a 65-minute site visit across 25 pages.

By using CBE to target messages based on actions (and periods of inaction), the university was able to cultivate a globe-spanning dynamic that motivated the prospective student to eventually deposit and enroll. She is now pursuing her master's degree at the university.

Recruiting internationally can be a challenge, especially in recent years, as international enrollment in graduate schools has dipped. Grad schools need to find timely, relevant and personalized ways to recruit this international audience — an audience that overwhelmingly turns to an institution's website to get information.