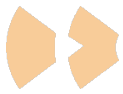


CASE STUDY

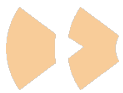
EDUCATIONAL INSTITUTIONS

For this top 5 international university, each prospective student's website experience was the same. They needed a way to tailor the visitor's website to their specific interests.



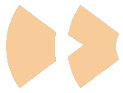
PROBLEM

This university has over 30 specific university programs. When a prospective student that is interested in pursuing their doctorate in music composition visits this university's website, they have the same experience as another student who might be interested in the Computer Engineering Department. The visitor's website experience was generalized, making it practically insignificant.



SOLUTION

Lead Liaison's **SiteEngage™** offers a way to engage website visitors with personalized content, allowing this university to speak directly to the student's interests in a way that grabs their attention, thus converting more prospective students.




RESULTS

With **SiteEngage™**, this university can now target applicants with very specific, personalized and dynamic messaging. In this case, they wanted to capture the prospective student's attention when they're about to leave the page by offering to waive their \$30 application fee. They established criteria for an engagement window to pop up if the prospective student's mouse makes a move indicating they are leaving the page. This engagement window offers to waive the \$30 application fee for their specific area of interest.

Eager to learn more?

Contact us for more information today!

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