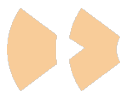


CASE STUDY

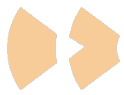
EDUCATIONAL INSTITUTIONS

This university increased student retention, accelerated new student enrollment, and streamlined communication with Lead Liaison.



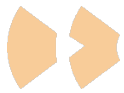
PROBLEM

This university was lacking information about their prospective students. They were unsure how to communicate with them, because they were speaking to a large and diverse audience. They didn't want to generalize their communication, which would make them just another institution vying for their enrollment. They wanted to know more, to have a deeper level of understanding about what their students are interested in and where they look for information.



SOLUTION

Lead Liaison uses a student's email address to search over 110 social networks to append student profiles with a rich set of social information. What makes Lead Liaison's **Social Append** even more powerful for educational institutions is the fact that the majority of students inquiring about a university provide their personal email, which is most commonly linked to all of their social accounts. Student recruitment managers can use this social information to gain valuable insight into prospective students during the recruitment process. Marketing can use social data to better segment their student database and target specific communications.




RESULTS

This university is now able to look at special interests and affinity data to better understand who they are speaking to. They can also better understand which channels their prospective students are using to communicate, then communicate with them on those channels. Finally, they can use social data (gender, age, network participation) to hyper-target applicants with highly relevant marketing communications.

Eager to learn more?

Contact us for more information today!

 info@leadliaison.com

 (888) 895-3237