

Lead/Enrollment Nurturing Case Study for University X

Business Situation

University X, which has multiple brands and multiple ground locations, engaged CPMI Solutions to develop a program which would increase interviews and enrollments. The targeted stages within the sales funnel were:

- “New leads”
- “Post Interviews”
- “Enrollments”

In the first phase of implementation, CPMI recommended introducing direct mail touches to compliment other marketing activities already conducted by University X, such as emails and outbound admissions phone calls.

Measurable Results Summary

Following a 3 month test period, the University reported the following:

“Lead to interview” produced **155 additional** interviews or a **10% lift** in the interview rate (8.28% vs 7.55% for holdout group).

“Interview to enroll” produced **159 additional** enrolls or a **34% lift** in enroll rate (35.47% vs 26.48% for holdout group).

Outcome: University X asked that the 20% holdout group be removed and that the program be rolled out across all brands, including an online division. Additional print touchpoints are also being added to further increase engagement and progression at other stages of the conversion funnel.

How it Works

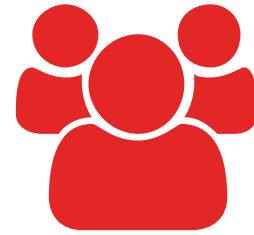
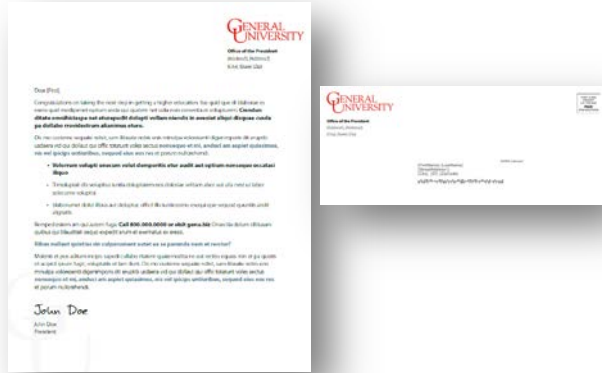
CPMI executes trigger-based mail campaigns, also referred to as “nurturing”. This marketing solution can be implemented as a linear drip cadence or during milestone changes. Engagement activities, inactivity, or any other data point captured in your CRM may be used to customize your approach.

Data exchanges are simple and occur through an API, or can be manually provided to CPMI, daily, weekly or at any other interval of your choice.

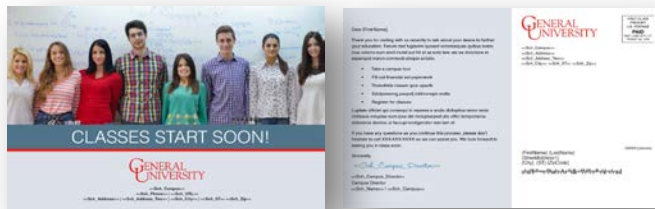
Our on-demand, dynamic, print nurturing solution works in tandem with other sales activities conducted by your College/University, such as phone calls, emails, and text messaging. CPMI has consistently delivered double digit increases for our customers by adding print components to sales activities and are confident we can do the same for you.

Email contact@cpmisolutions.com or call **385.800.1401** to learn more or to schedule **A FREE CONSULTATION**

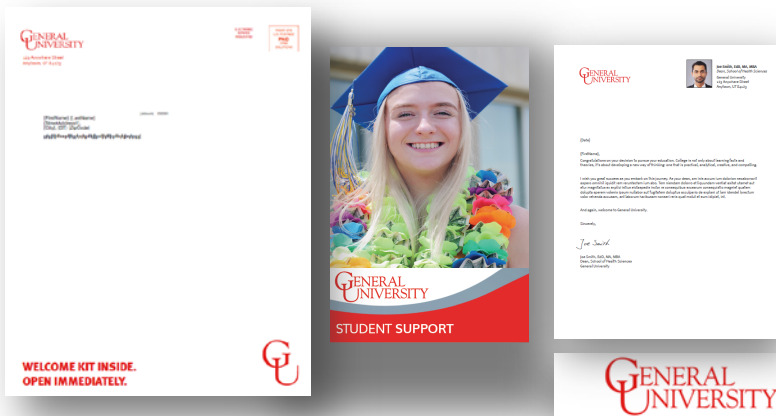
Creative Examples



New Leads



Interviews



Enrolls