New York University Exceeds Email Marketing and Enrollment Goals with FrescoData

👤 Client Profile

A large multinational bank providing financial services across the globe.

📊 Challenge

The bank is subject to unique "Know-Your-Customer" (KYC) compliance regulations for all countries it operates in. Its Risk and Compliance team needed to conduct identify verification for millions of customer records without sending data outside its intranet.

💡 Solution

FrescoData's provided an in-house install of large, official government databases across all of the client's target countries for KYC.

✅ Results

- NYU exceeded its goal with a 130% increase in enrollments.
- FrescoData's segmented solutions doubled engagement from previous campaigns.
- Working with FrescoData increased the target audience availability to 600%.
- A/B testing maximized email campaigns.
- More than 250,000 contacts were reached.
- NYU's email campaign experienced a 99% inbox deliverability rate. Email open rates were more than 20%.
  Email click-through rates were the
- highest as per the industry standards – more than 6%.

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Company Background

New York University (NYU), one of the largest private universities in the United States, wanted to expand its international email efforts. The institution enlisted our help on campaigns for masters' programs with specific target audiences. NYU needed an email marketing partner for outbound email campaigns, who would act as an extension of its marketing arm by tracking the metrics closely for each campaign. The institution came to us by referral from another data company because FrescoData is the global data leader in the list market.

The Challenges

FrescoData provided NYU with convenience to work with just one source and prospect in multiple countries. The institution did not have enough data outside the US and could not find data partners with targeted student data. NYU needed a reputable source whose database complies with the changing global privacy laws and can ensure compliance for its email campaigns.

NYU wanted to create very course-specific messaging for HR, Manufacturing, Procurement, Project Management, Real Estate, PR and Communications, Hospitality, and Construction programs. This project would require a partner who could manage multiple campaigns for different audiences.

Meeting Client Goals

NYU had a few goals it wanted to achieve with FrescoData's help. The institution wanted to meet the enrollment numbers as per its projects for each new program launch in different countries. NYU also wanted to generate interest from prospective students to reach out for program material and sign up for orientation classes. The institution also wanted to build an internal database of interested prospective students in each of the markets we were targeting. NYU also wanted to stay ahead of the stiff competition with similar executive courses offered by the IVY Leagues.

Strategy Development

FrescoData held strategy sessions with the institution's entire marketing team, including CMOs and marketing coordinators, to understand these problems from each member's perspective. We helped NYU developed strategies around email creatives for segmented audiences, A/B testing and dedicated landing pages that fully supported its campaign. NYU was very involved from the project's inception. The institution's marketing team remained dedicated and worked closely with our marketing experts throughout the entire project and campaign launch.

Implementation & Campaign Management

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The Results

FrescoData's solution solved NYU's problem in several ways. We were able to help the institution exceed its goals increasing target audience availability and enrollment numbers. Many of these newly engaged students were enrolling in the institution's newer programs. Our solution also doubled engagement from previous campaigns with segmented solutions. FrescoData helped NYU surpass expectations with:

Future Projects

NYU has continued to trust FrescoData with the success of its subsequent marketing campaigns. As a result of working with FrescoData over time, we continue to develop our campaign intelligence and identify the best performing target markets.

- **130% increase in enrollments**

- **Doubled engagement from previous campaigns with segmented solutions**

- **Target audience availability increased by 600% by working with FrescoData**

- **A/B testing, including gender-based creatives & subject line alternatives**

- **Total contacts reached – 250K+**

- **Email deliverability – 99%**

- **Email open rates - more than 20%.**

- **Email click-through rates were the highest as per the industry standards more than 6%.**

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