CASE STUDY

Higher Education

University of San Diego
in conjunction with
University of Münster

FrescoData™
global data experts

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ABOUT OUR CLIENT

University of San Diego (USD) partnered with University of Münster for this project. Founded in 1780, the University of Münster is Germany's third largest university and is a part of Deutsche Forschungsgemeinschaft – a society of Germany's leading research universities. It has produced Nobel Prize winners and Leibniz prize winners – Europe's most prestigious and well-funded awards. The University offers more than 130 fields of study in 15 departments to over 40,000 students and 25 research centers.

THE GOAL

University of San Diego, in collaboration with University of Münster, required an awareness exercise to attract executives from other parts of the world to the University of Münster's international executive leadership programs. The programs sought to provide a unique experience enhancing an individual's language skills as well as intercultural and personal development.

THE STRATEGY

FrescoData teamed with USD and the University of Münster to create a customized mailing list of senior executives with precise targeting of individuals segmented by industries, age, current contact details, employment information and other pre-selects and marketing triggers. The list was then checked and vetted by FrescoData's team of human verifiers and specialists to produce the best possible success rate.

- FrescoData provides 80-95% deliverability success for email marketing campaigns.

- The list was GDPR and CAN-Spam compliant adhering to guidelines set by the Direct Marketing Association and FEDMA.

An extensive review of various email marketing strategies, with the intention of finding the one that would best allow them to engage in a productive communication with prospective students was developed. After tailoring a strategy that best represented the client's goals, email blasts were sent out at strategic times and dates to maximize goals.

> "I never would have known about the University of Münster's executive programs if it wasn't for their email outreach."
>
> - PROGRAM PARTICIPANT

USD and the University of Münster, using FrescoData campaign analytics, had the advantage of tracking email campaign performance as well as deliverability. By looking at the results from the campaign, the team received real time reports on:

- Open rates
- Bounces
- Click- throughs
- Unsubscribes

The email marketing campaign also provided a perfect platform for USD and the University of Münster to create awareness for its varied programs and campus events as well as its rich history and alumni.
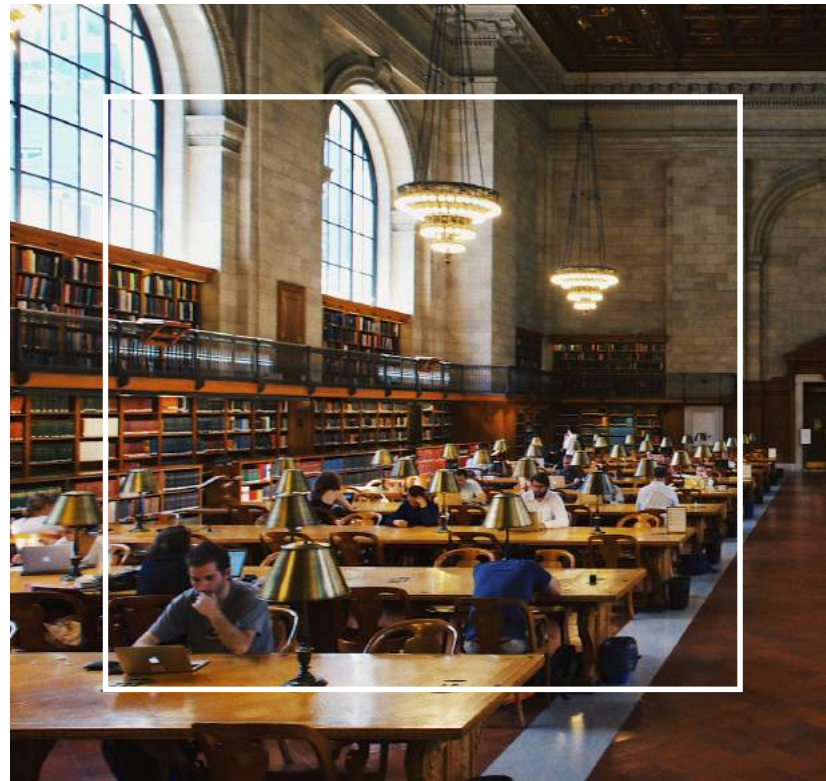
THE RESULTS

The deliverability results far exceed expectations for USD and the University of Münster. These results are based on average of 3 consecutive email campaigns.

The strategy FrescoData, USD and the University of Münster implemented produced high numbers of executive conversions to prospective students for future programs. It is without question that the universities and FrescoData have teamed again for ongoing marketing campaigns.

Total Recipients:	39851	
Successful Deliveries:	39830	99.94%
Hard Bounces:	9	0.020%
Soft Bounces:	66	0.160%
Recipients Who Opened:	12589	31.59%
Recipients Who Clicked:	2470	
Click Through Rate:	6.10%	
Total Unsubscribes:	10	0.02%
Total Abuse Complaints:	0.00	0.00%
Total Inquiries:	1674	4.2%

Your team can achieve the same successes as USD and the University of Münster. Build and support a smarter and more exacting applicant pool by using the FrescoData Enrollment Program.

LEARN MORE

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