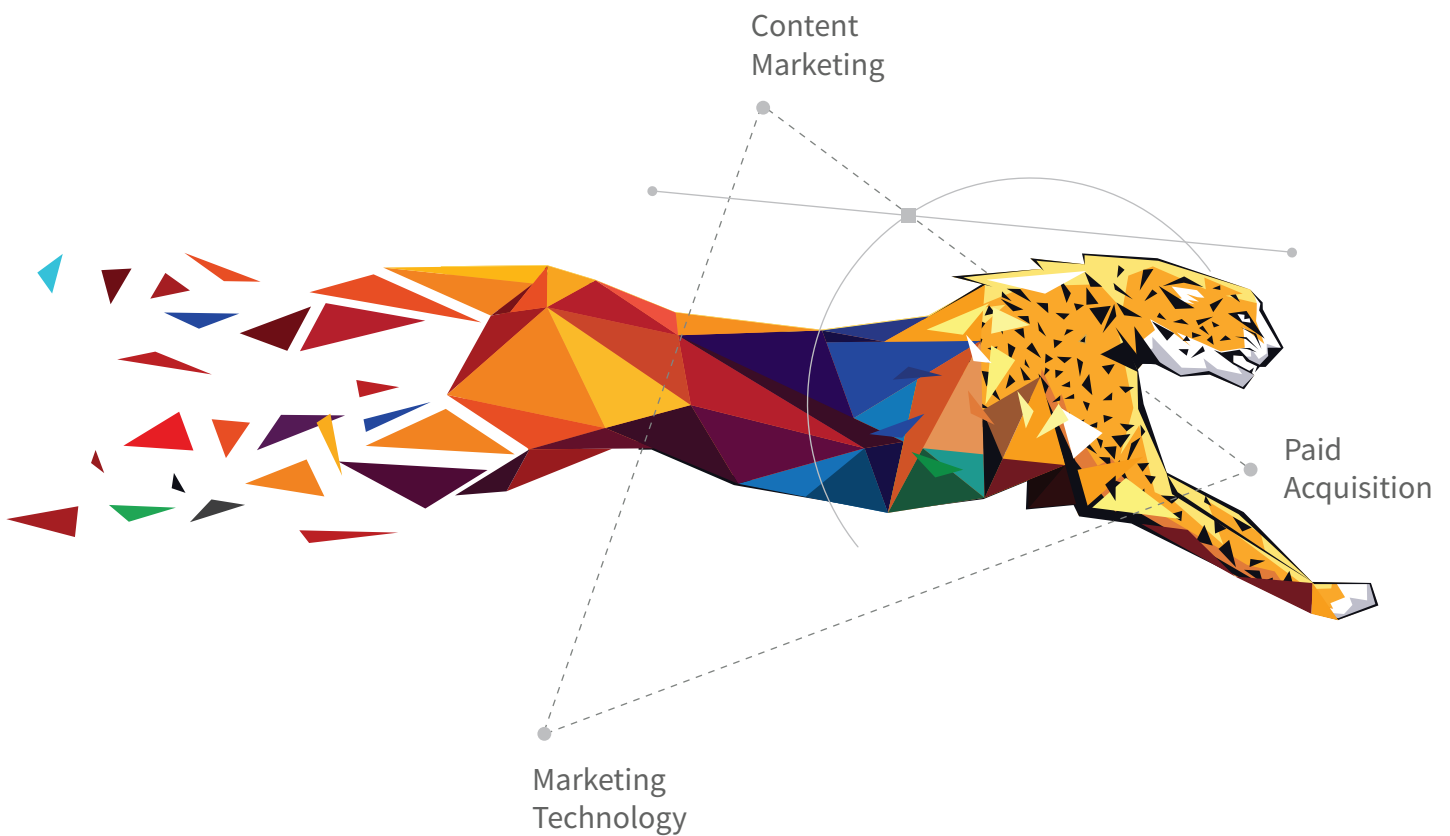


CASE STUDY

A Leading University Reached 33% of the U.S. Population Via Email Marketing



When You Think of

DEMAND

ACCELERATION

Think of Us.

CASE STUDY

Reached 33% of the U.S. population via email marketing for a leading university



Overview

Our client is a top university with a vision to make higher education easily accessible particularly for professionals with a full-time commitment to work and family. Their courses are offered online or on-campus at selected locations and makes going back to school a real and convenient option for working adults.

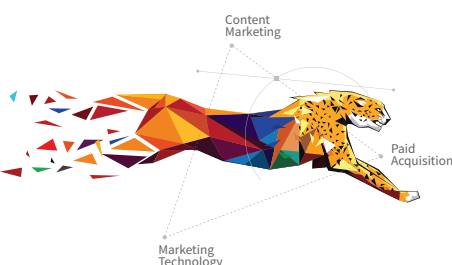
The university focuses on 'Continuing Education' at more than 100 U.S. locations and through online degree programs in most countries around the world.

Challenge

- To increase awareness for multiple 'Continuing Education' courses/programs across the U.S.A.
- To sign-up working professionals who wanted to advance their career through online/offline continuing-education courses from a reputed university in the U.S.A.
- To suppress the 35 million+ list of emails.
- A combination of very targeted audience and niche industry verticals which include HR, IT, Emergency Services Management, Long-term Care, Healthcare, Hospitality, Project Management, Accounting and Human Service Professionals made this campaign unique.

Solution

1. Based on the client's industry and target audience, Position² laid out a multi-year media strategy that spanned across banner ads, emails, and newsletters.
2. With the combination of Position²'s existing strong partnerships and newly researched publishers, the team came up with a strategy for this university to create holistic awareness and engage the right target audience, which included partnering 250+ publishers for multiple years.
3. Our team conducted A/B split tests including subject line, content, template, landing page, etc. across banners and emails. We tested multiple content pieces and optimized the media-mix for incremental ROI year after year.



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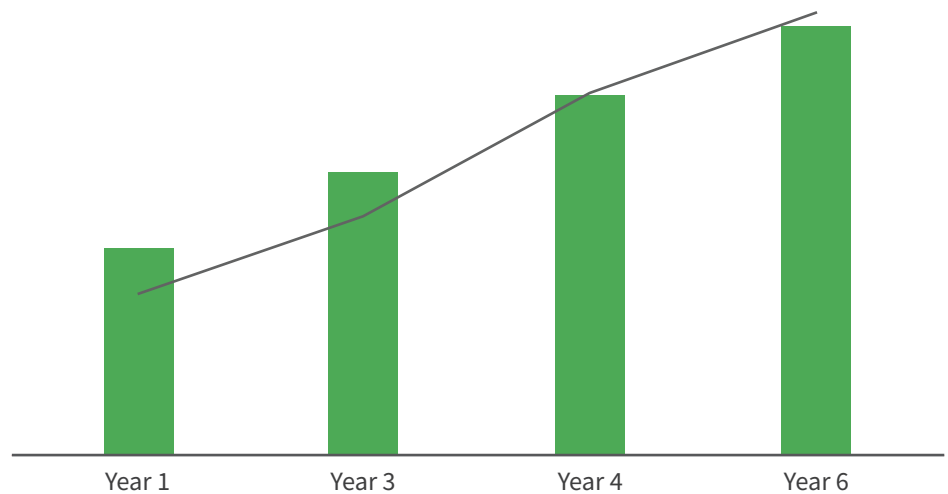


Results

During the course of this multi-million dollar and multi-year engagement, the university:

1. Reached an audience of 100M across the U.S.A.
2. Generated 10K+ sign-ups
3. Delivered 30% efficiency that added up to \$2 Million savings over the course of the engagement

Reach Vs Sign-ups



About Position²

Toll-free (US): 800-725-5507
www.position2.com

Position² accelerates demand through integrated Content Marketing, Paid Acquisition, and Marketing Technology solutions.

Our solutions are mapped to a buyer's journey across touch-points such as search, social, mobile, media and email, and are powered by cutting-edge content creation, web development, analytics, and marketing automation. A wide range of companies, from startups to Fortune 500s, covering a number of vertical markets, rely on our marketing experts, engineers, data scientists, writers and designers, to rapidly deploy and scale integrated marketing campaigns.

