



Higher Education Enrollment Yield

Problem: Engaging a backlog of unresponsive admits

A large, public university had accumulated an extensive backlog of prospective students. Despite having applied and been accepted, these learners had yet to start classes. The list included thousands of applicants going back from three months to over a year.

Although a long-standing problem, it was mission-critical that at least 3% of nearly five-thousand unresponsive admits register for classes and make progress toward a degree.

Solution: A massive opportunity, a new approach

The opportunity was immense, but phone calls, emails and text messages were not moving the needle. The university had even piloted a special email initiative to no effect. They decided to try something new. They partnered with Motimatic to engage these learners with powerful content and a dynamic platform.

Motimatic deployed behavioral science-backed content experiences across social and digital platforms to motivate learners to act. Enrollment was made easy—activating on Facebook, Instagram and Google meant registering was only a click away.

The solution continuously analyzed the learners' engagement with the content and adjusted the content serving over time to ensure students received the most relevant guidance, information and calls-to-action.

Results:

Enrollments were immediate. Eighty-six learners signed up for classes within the first week of receiving GuidePosts. Nearly two hundred new registrations were achieved within a month. Ultimately, 314 students from the starting backlog enrolled to start classes. This total included over 60 applicants from over a year ago.

314
Conversions achieved

\$1.1MM
Immediate revenue

110x
Estimated lifetime ROI





Boosting Spring Enrollment Among Last Year's No-Shows

Problem: Limited resources for unconverted admits

Enrolling no-show students was a recurring challenge at this large, regional, four-year public university. Each year, a significant portion of admitted students never register to start classes.

The AVP of Enrollment Management was in a catch-22. Shifting his staff's focus to no-shows from previous terms would take much-needed attention away from converting more recent prospective students. Historically these unconverted admits had proven hard to reach and convert. The emails and texts his team used to successfully engage fresh inquiries and applicants were ignored by this group. As a result, no-show students remained under-reached year after year. The inability to activate these students represented a lost opportunity to boost enrollment numbers.

Solution: A partnership approach grounded in behavioral science

The enrollment leadership knew they needed a different approach to turn no-shows into active students. With internal resources dedicated to converting new applicants, they sought an innovative partner who could reach these prior-term unconverted admits on their behalf. They decided to pilot Motimatic's fully managed solution due to its grounding in behavioral science and targeted social media capabilities.

Motimatic's team led the onboarding and go-live process within just 10 days, with minimal demand on the university's enrollment staff. Motimatic produced and deployed a set of university-branded GuidePosts to the list of no-shows, highlighting the value of a college degree and reigniting a desire to start their educational journey. These targeted posts align to specific behavioral objectives and seamlessly integrate into students' lives on social media.

Results

The registrations started flowing almost overnight. Within 41 days of receiving Motimatic GuidePosts, a total of 131 no-show admits from prior terms had registered as students. In parallel, the university team maintained a focus on new admits. By the time registration closed, the university had recorded one of its largest intakes in decades.

Inspired by the success of this first launch, the AVP of Enrollment Management began engaging Motimatic to tackle additional enrollment challenges. "Motimatic was incredibly easy to work with and the ROI was guaranteed. They're now a part of our ongoing strategy for high priority enrollment efforts."

131

Conversions achieved

41

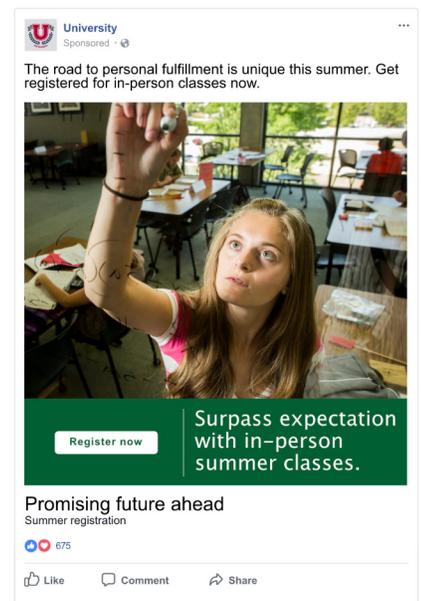
Days to value

\$396k

Immediate revenue

38x

Estimated lifetime ROI





Succeeding at an Impossible Task: Activating Unresponsive Admits

Problem: Admitted students were not registering for classes

A large public regional four-year university was struggling to hit enrollment targets due to low registration among admitted students. Despite being packaged for financial aid, these students had not registered as the start of classes approached.

The enrollment team had spent the entire summer calling, emailing and texting these students with almost no results. Not only did these efforts take time away from important goals, like onboarding the new first-year class, but engagement remained stubbornly low. Given the urgent need to yield as many students as possible, the university connected with Motimatic to add scale to their team and an innovative strategy to their efforts.

Solution: Reaching students where they are

The university gave Motimatic what they called "an impossible task" of inspiring these unresponsive students to register before the deadline. "We'd be thrilled if you could get us 20," said the VP of Enrollment Management. "That would be very meaningful for us".

Motimatic was live in just six days with minimal demand on the enrollment team's time. Targeted ads called GuidePosts were created and served directly to students' social media feeds. These ads nudged them to complete their registration and reinforced a sense of belonging and the value of a degree. A click on the GuidePosts brought students straight to the university's portal where they could complete the registration process.

Results: Increased registrations and tuition revenue

In less than two weeks, 72 students in the targeted serving group registered for classes and began their college journey. All of these students persisted through the census date. The enrollment team shared the success of the initiative with their colleagues at other campuses in the system. Within three months, the university system had established an agreement with Motimatic to enable each campus to utilize the solution for enrollment.

72

Conversions achieved

12

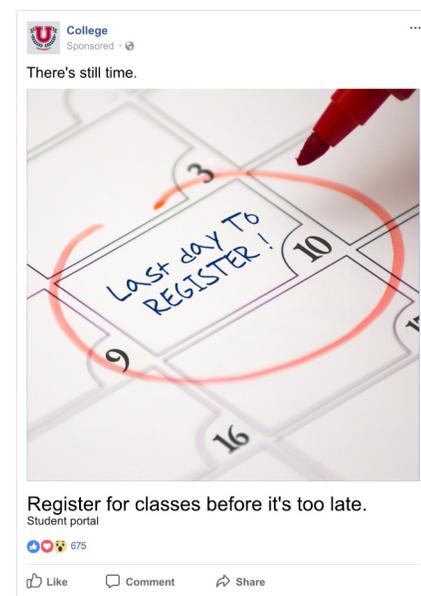
Days to value

\$180k

Immediate revenue

61x

Estimated lifetime ROI





Driving Enrollment Among Stop-Out Students

Problem: Pandemic led to lower enrollment numbers

The shift to remote learning caused by the COVID-19 pandemic led many students to reconsider their educational choices. Countless high school graduates, hoping for an on-campus experience, decided to postpone their college degrees. And large numbers of continuing students stopped out of college, taking a “wait and see” approach to their education.

These pandemic-driven decisions took a toll on institutions of higher education. At a large two-year public college located in a major metropolitan area, enrollment numbers were down as summer term approached. To reach their targets, the enrollment team would have to successfully generate new student enrollments, drive continuing student registrations and re-engage stopped-out students.

Solution: No-risk approach to re-engaging recent stop-outs

The college began exploring partnerships that would enable them to increase enrollment numbers. In consultation with Motimatic’s strategic team, they identified an opportunity to re-engage students who had started classes in Fall 2020 but hadn’t returned for the Spring term. Since these students’ FAFSA documents would only be current for a couple more months, summer registration would be easier than waiting for fall. And national data underscored the importance of returning quickly. The longer students waited, the less likely they were to ever return.

The college knew from past experience that these students would be hard to reach and engage. They were reassured by Motimatic’s pay-for-performance model, which lowered their risk; they would only have to pay for successful student registrations. And Motimatic would deliver an innovative social media solution grounded in behavioral science and data that promised to deliver maximum value.

Results: Double the goal in half the time

Motimatic took the solution live in just 10 days, serving customized GuidePosts—specialized social media posts—to re-energize students’ commitment and drive registrations. The college’s goals for these stopped-out students were achieved in less than a month. Over 90 stopped-out students enrolled in the summer semester. That’s twice the registrations they had hoped for, in half the time they anticipated it would take. The result is improved enrollment numbers and revenue for the college and promising futures for students re-engaged in their education.

92
Conversions achieved

21
Days to value

\$173k
Immediate revenue

30x
Estimated lifetime ROI

