

Measuring Student Engagement Online

What Google Analytics Doesn't Know

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Today's Discussion

Today's Key Takeaways

- **The Industry**
... and the scarcity of insights
- **Google Analytics**
... data to gather
- **Behavioral Data & Analytics**
... how to use it

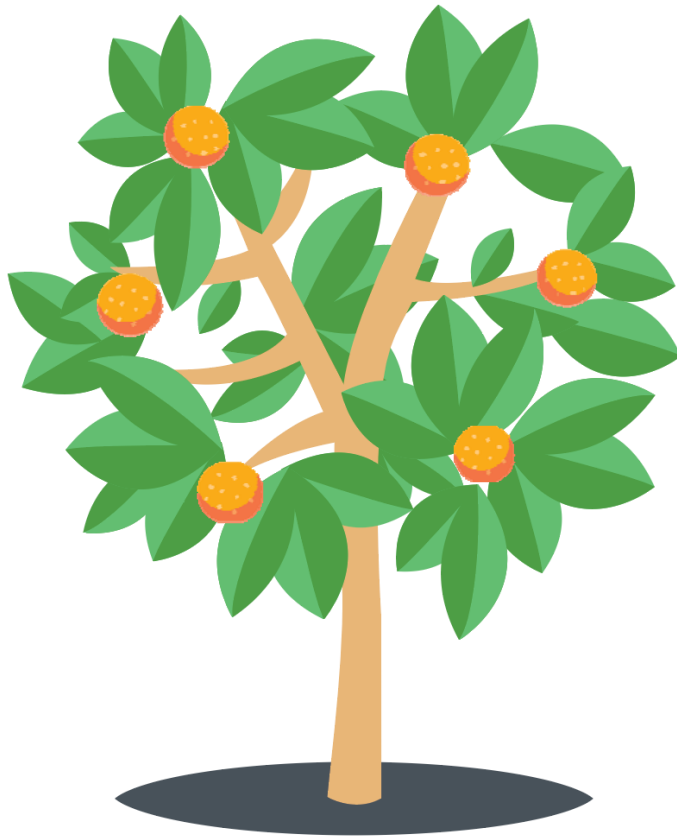
History's littered with tales of once-rare resources made plentiful by innovation.

Technology is a resource-liberating mechanism.

- Peter Diamandis & Steven Kotler
"Abundance, The future is better than you think."

Scarcity of insight or inaccessibility of insight?

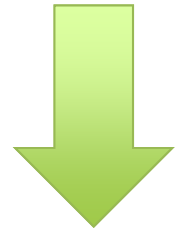
“A parable as told through an orange tree”



Confronting the Brutal Facts



Higher Education is doing more and spending more but not getting more.



Since 2008:

- Average search pool has grown 36%
- Cost per enrolled student increased 33%
- Inquiry to App conversion rate is unchanged (stuck at 33% Public, 15% Private)
- 73% of institutions hire some type of predictive model to help, but 61% are still missing their class

The Web As a Single Point of focus



All recruitment activity points to the internet. Let's focus there.
What information has been up to now inaccessible?

Google vs. Behavioral Engagement

Differences in the questions you can answer

Google Analytics tells you *“how many”*

- How many page views did you have on the Financial Aid page yesterday?
- How many people visited your site from a particular banner ad you’re running?
- How many people clicked on a particular link?

Marketing Automation tells you *“who” visited and “what” they did*

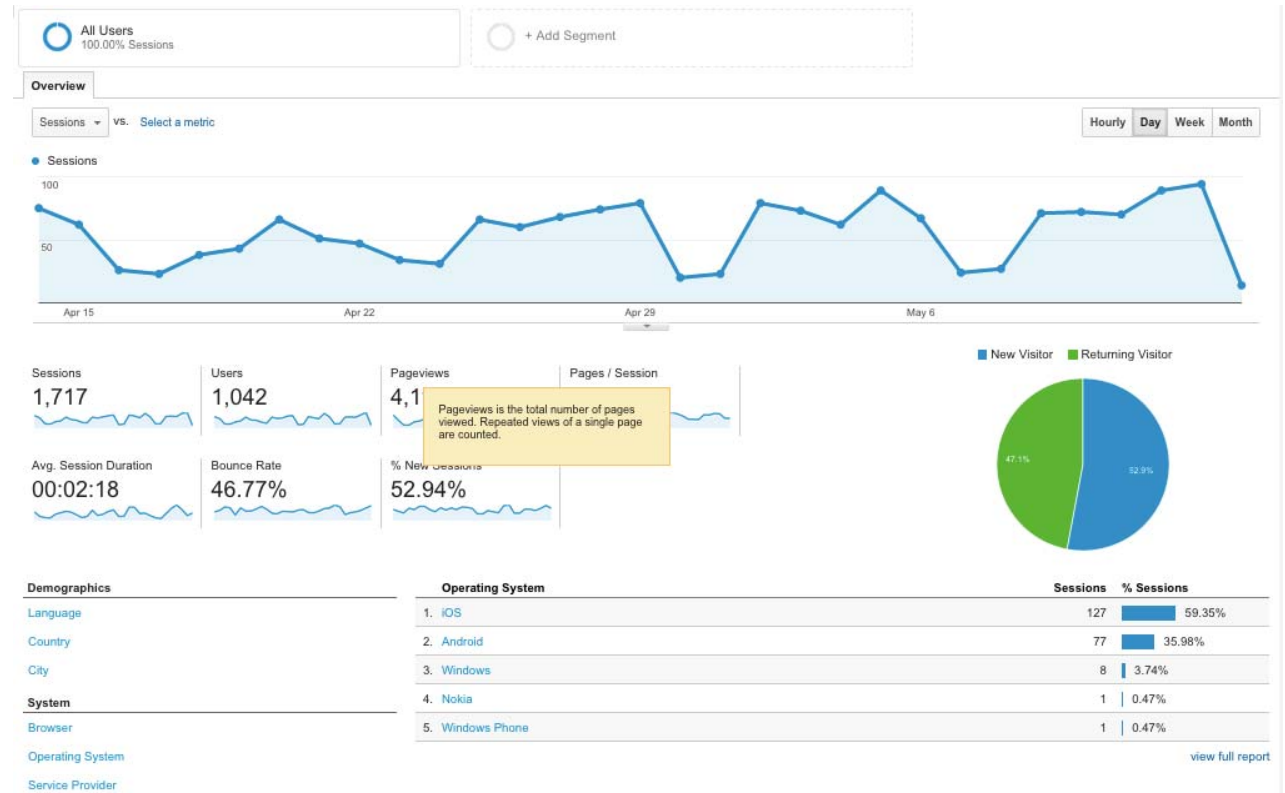
- You know Jessica visited the Financial Aid page
- You know the exact 10 other pages she visited before and after the Financial Aid page.
- You know that she’s visited your site 12 times this month
- You know what pages she visited right before her status changed to Applied.

Let's start with the basics – Google Analytics

What Google Tells You:

- Unique Users
- New vs. Returning Users
- Overall Volumes
- Referrer Traffic
- Device Activity
- Geographic Monitoring
- In-Page Activity
- Site Alerts

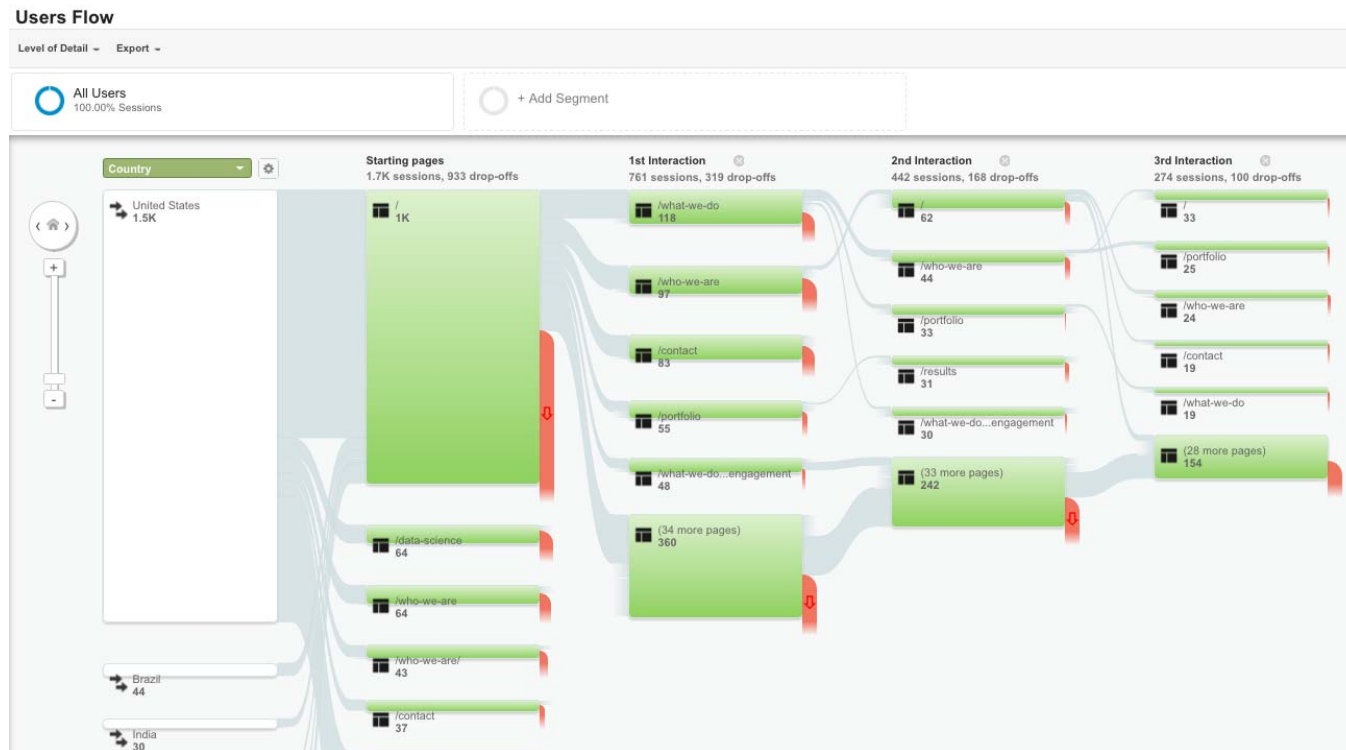
GOOD DATA.
START HERE.



More Google Analytics

Good: Flow reports show which pages visitors are viewing most and on what pages you're losing them.

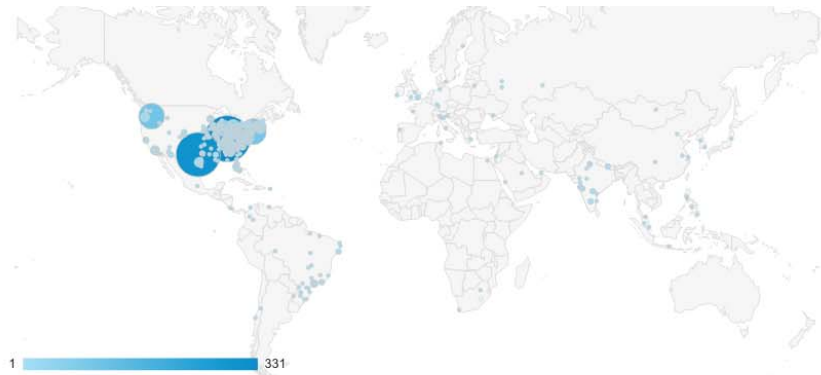
Bad: You don't know who's who, but macro information is a good start.



More Google Analytics

Good: Shows where your visitors are coming from, whether they've visited before, and how often they've visited.

Bad: Not individualized.



Primary Dimension: Country City Continent Sub Continent

Secondary dimension: User Type

City	User Type	Sessions	Sessions	Contribution to total: Sessions
		1,864 % of Total: 100.00% (1,864)	1,864 % of Total: 100.00% (1,864)	
1. Eastland	Returning Visitor	287	15.40%	A pie chart showing the distribution of sessions across the listed cities. The largest slice is for Eastland at 15.4%, followed by Louisville at 12.71%, Boardman at 5.63%, Louisville at 5.04%, New York at 4.56%, (not set) at 2.09%, Chicago at 1.88%, Detroit at 1.50%, and Washington at 1.18%.
2. Louisville	Returning Visitor	237	12.71%	
3. Boardman	New Visitor	105	5.63%	
4. Louisville	New Visitor	94	5.04%	
5. New York	New Visitor	85	4.56%	
6. (not set)	New Visitor	39	2.09%	
7. Chicago	New Visitor	35	1.88%	
8. Detroit	New Visitor	28	1.50%	
9. Washington	New Visitor	22	1.18%	

Monitor Behavioral Engagement with Marketing Automation Systems

Examples to follow from Capture Behavioral Engagement (CBE)

Learn how and when students are engaging, in real-time and over time. Trigger 1-to-1, customized messaging to prospects.

- Individualism at scale
- Dynamic content
- Data modeling

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Behavioral Engagement Benefits

BEHAVIORAL DATA GATHERING

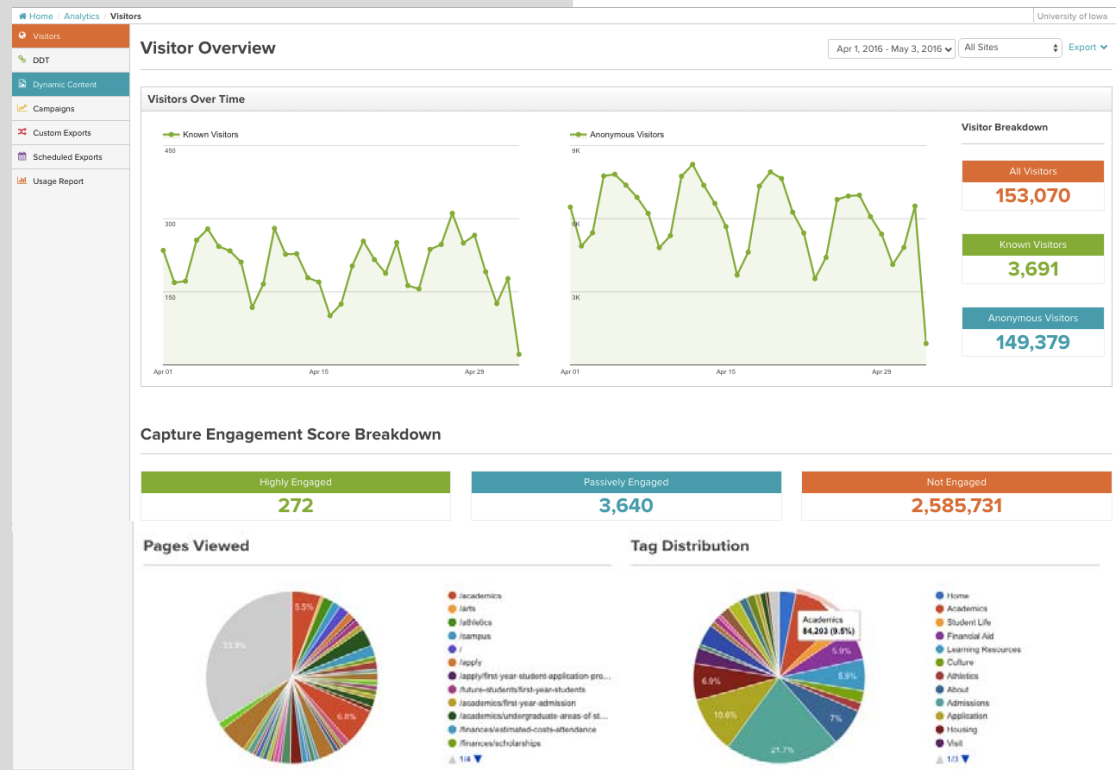
Student's real interests

Progress & impediments toward next milestone in the Student Decision Journey™

Identifying stealth applicants & profiling prospects

Prospect Engagement – Capture Engagement Score (CES)

Prospect Demonstrated Interest – Capture Affinity Index (CAI)



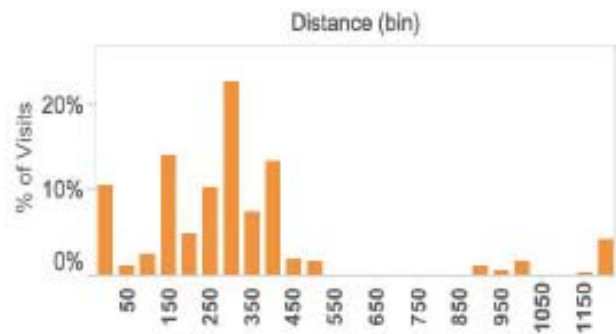
Marketing Automation Definitions

- ***Anonymous***: Visitors who have not yet been identified from institutional database
- ***Identified***: Visitors who are tracked in CBE and are part of an institution's pool
 - ***Stealth***: Identified visitors who have **not** advanced to Inquirer status
 - ***Known***: Identified visitors who have advanced to Inquirer status

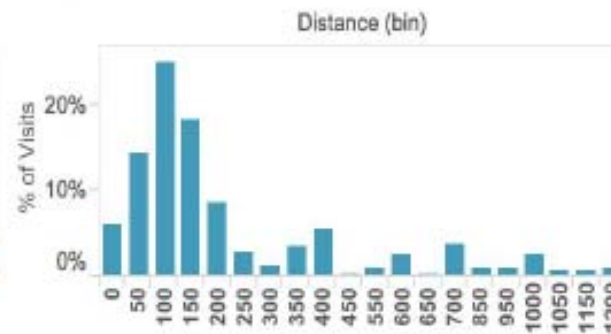
CBE Insights

- For large schools, ***stealth*** visitors are more likely to come from farther away from campus.
- For small schools, it's the opposite.

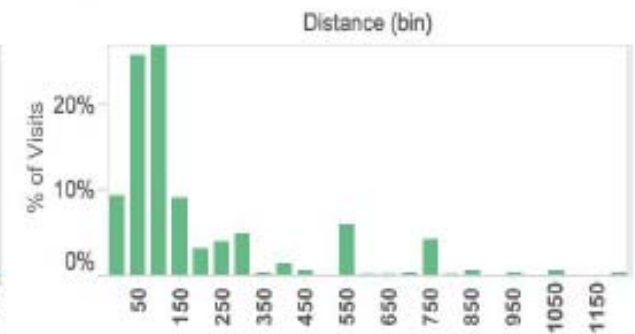
Group 1 stealth visits



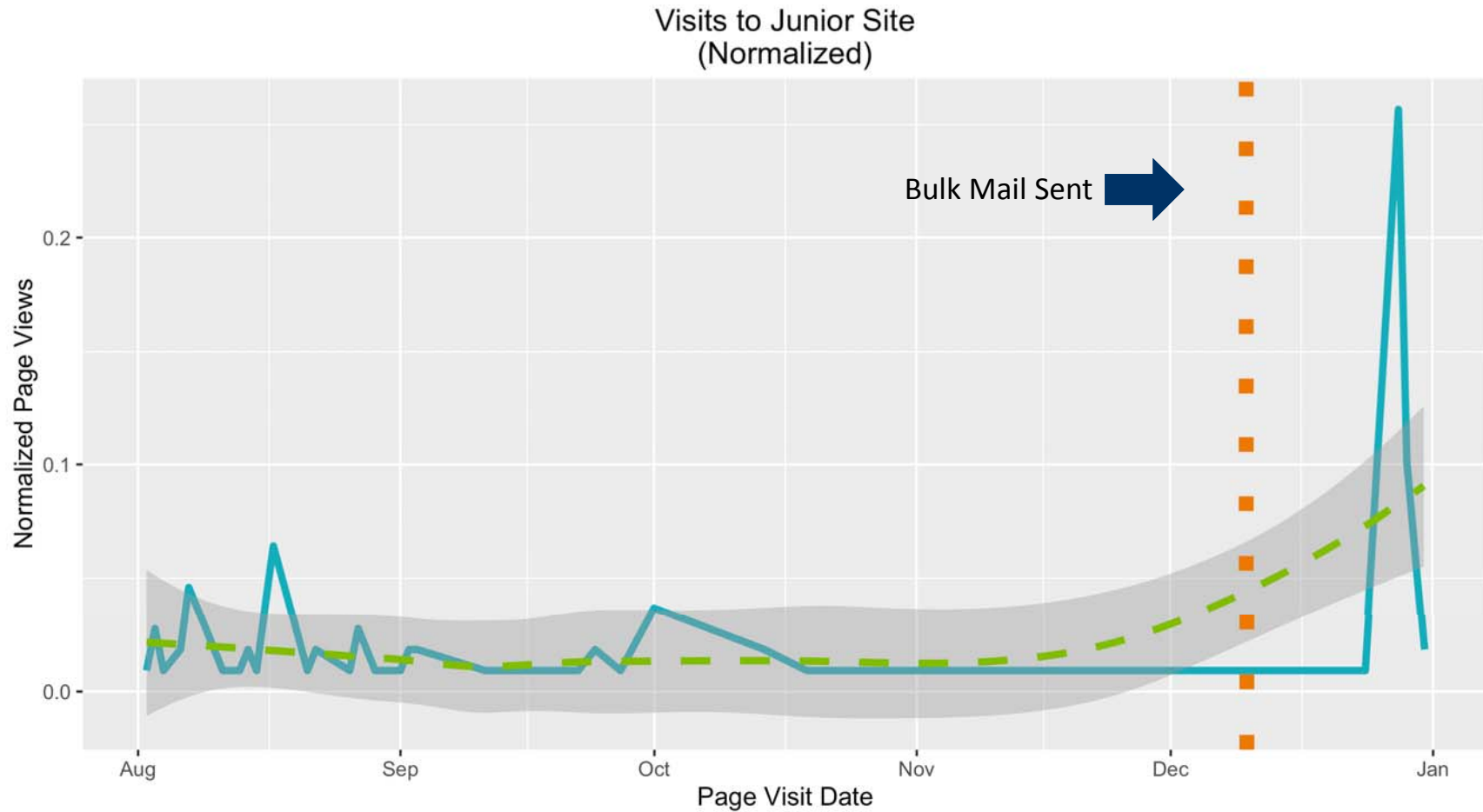
Group 2 stealth visits



Group 3 stealth visits

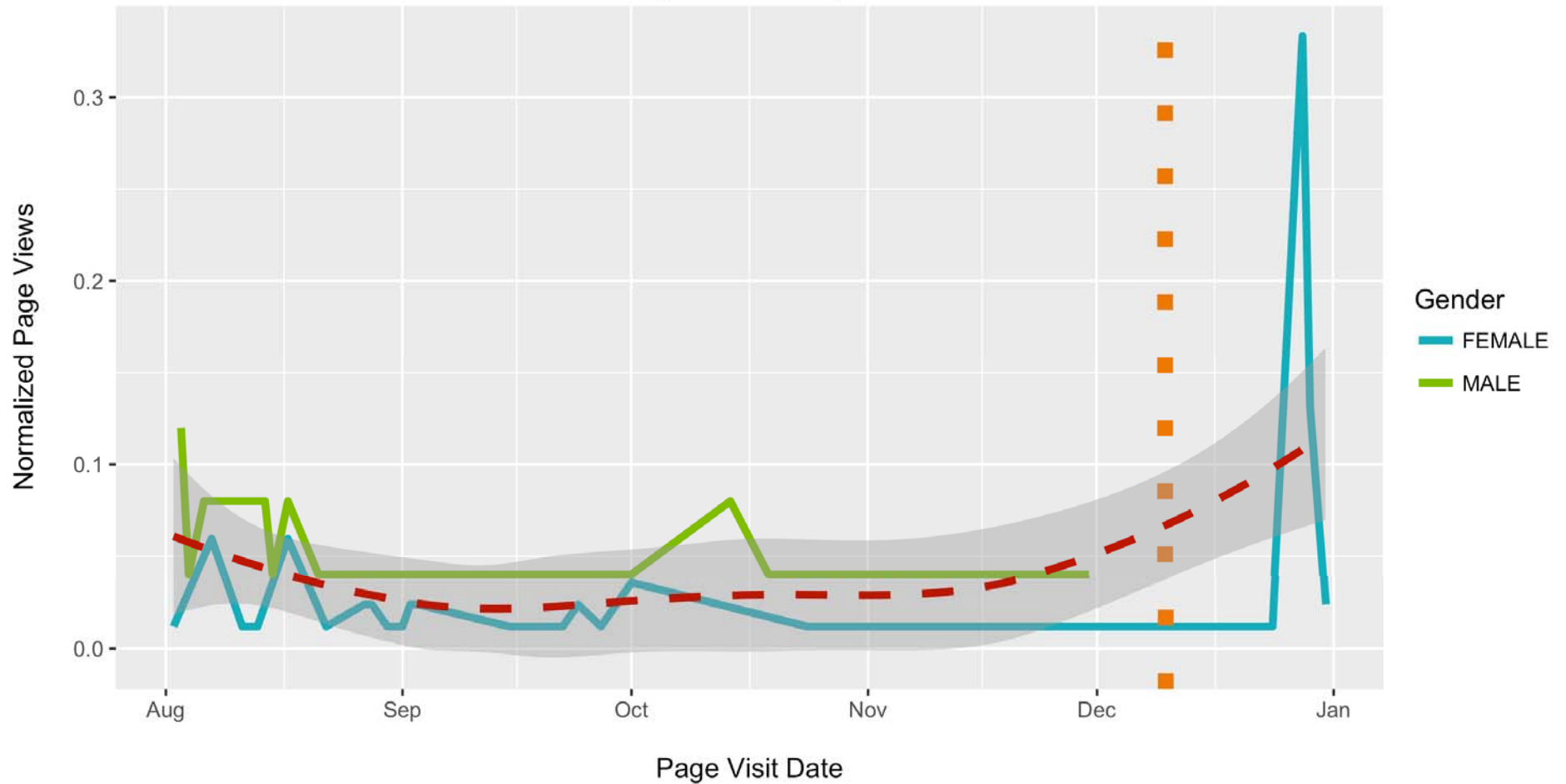


Broad Takeaways From CBE



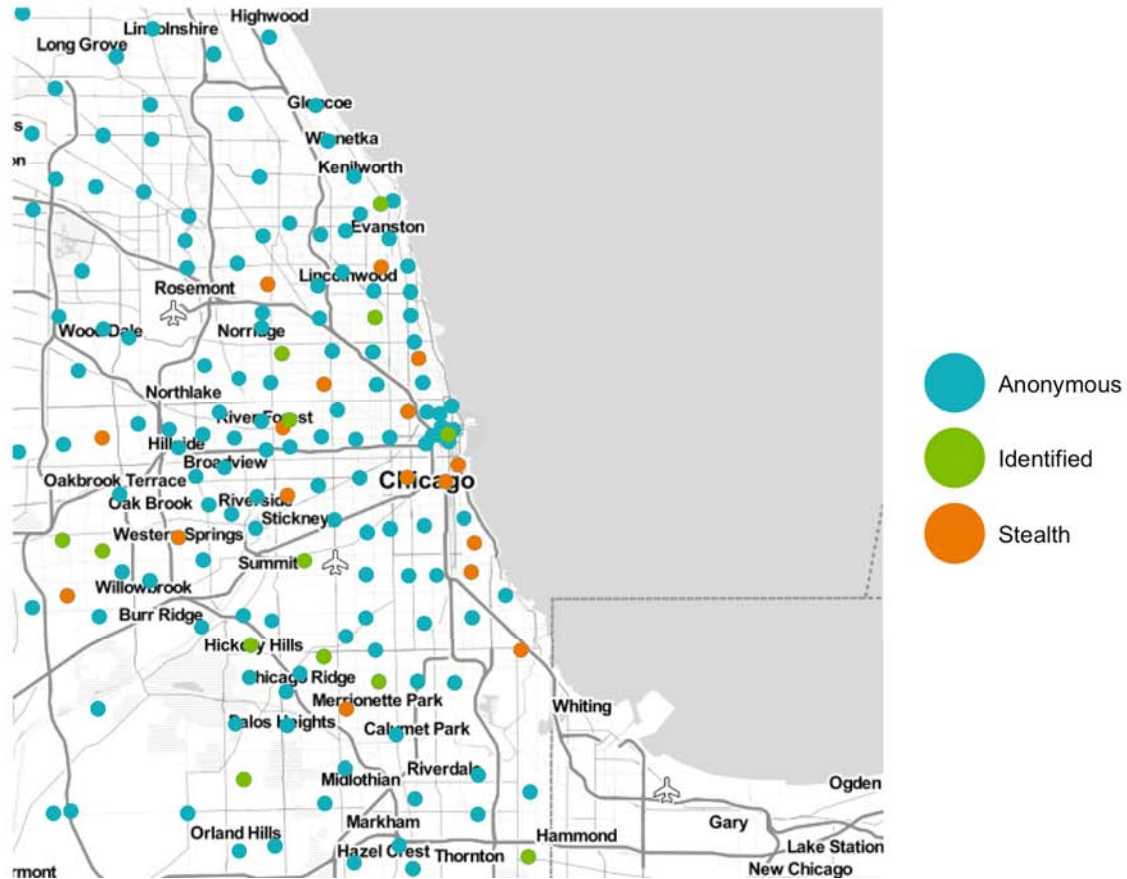
Measuring Success

Visits to Junior Site by Gender
(Normalized)



Empowering Regional Recruitment

Chicagoland Visitors by Status



Successful Uses of Behavioral Engagement Data

Examples to follow from Capture Behavioral Engagement (CBE)

How To Implement Campaigns With Success based upon Student Engagement data

capture

Behavioral Engagement Successes

5.4%

Our average **CTR** for all dynamic content campaigns is 5.4%, which is **8x** the industry average for retargeted banner ads.

340k

Our **134** dynamic content campaigns have served nearly 340,000 **unique impressions**.

8.9%

The average **CTR** for our top 10 campaigns is 8.9%, which is more than **12x** the industry average for retargeted ads.

Success Story – University of Iowa

Behavioral Engagement Use Cases Predictive Model & Regional Rep Introductions

#1

CAI (Capture Affinity Index, or aggregated CBE Data) has statistical significance to our internal UI predictive model scores.

#2

Triggered Emails from regional reps to known visitors to our website from those regions; if they reply, the message goes directly to our rep for personalized follow-up. (CA & TX)

Subject: Jacqueline, many Iowa students hail from California
Date: Tuesday, July 12, 2016 at 6:12:07 PM Eastern Daylight Time
From: Scott Carlson (sent by arthur-carlson=uiowa.edu@explore.uiowa.edu <arthur-carlson=uiowa.edu@explore.uiowa.edu>)
To: Jacqueline Pratt



Jacqueline,

My name is Scott Carlson, and I am the University of Iowa California Regional Admission Counselor. **More than 400 students from California call the University of Iowa home**, and I hope you will, too.

Our students enjoy all of the opportunities of a major research institution as well as our classic college town. With **direct admission programs and a four-year graduation guarantee**, our students make the most of getting involved and preparing for their future careers.

Plus, our tuition is among the lowest in the Big Ten. We help make college affordable with competitive pricing and by providing **over \$66 million in scholarships and grants specifically for California students**.

We hope you'll consider Iowa when the time comes to apply.

Questions? If you have any, or want to learn about more opportunities at Iowa, we encourage you to visit our [California specific website](#) or you can contact me directly at arthur-carlson@uiowa.edu.

I look forward to talking to you.

Subject: Jacqueline, are you from the Lone Star State? Come to Iowa.
Date: Tuesday, July 12, 2016 at 6:10:30 PM Eastern Daylight Time
From: Lacey Patterson
To: Jacqueline Pratt

 THE UNIVERSITY OF IOWA



Jacqueline,

I hope you are enjoying your college search and are considering the University of Iowa! Deciding where you want to attend college can be a fun and exciting process, but it is also an important choice.

The University of Iowa has a lot to offer and is an increasingly **popular destination for students from Texas**. We're a Big Ten major research institution located in Iowa City, one of the nation's top college towns. Our historic downtown is located across the street from campus and is full of amazing restaurants, shops, recreation, and entertainment options that are enjoyed by our students throughout their years as a Hawkeye.

We also offer a number of **scholarships for Texas students** just like you. Be sure to [check them out on our website](#). Living in Dallas myself, I am happy to connect and answer any questions that you may have about Iowa.

Success Story – University of Iowa

Behavioral Engagement Use Cases Campus Visit and Geographic Targeting

#3

Visit Campus Emails: Known visitors to campus visit web pages who have NOT visited campus already, OR are signed-up for a future visit, receive an email encouraging them to visit. (2-week delay from visit to web site.)

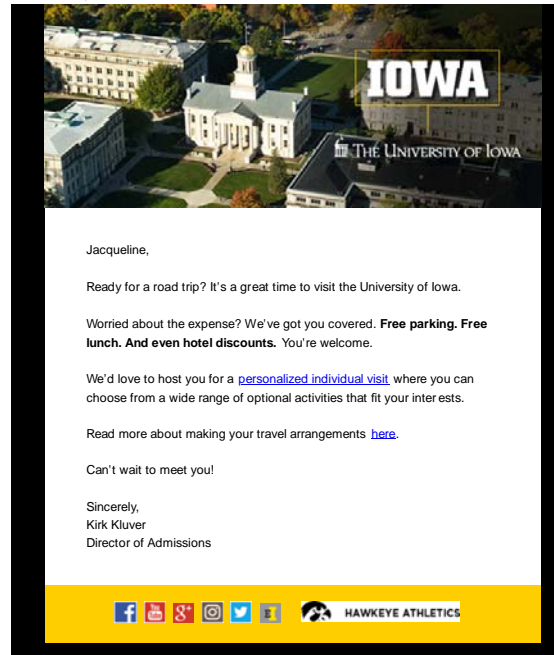
#4

Image Swap: Seniors (pre-prospect, prospect and inquiry) visiting the web site who have NOT applied see an image swap. Different images were displayed if they were in-state vs. out-of-state visitor.

Subject: Jacqueline, ready to visit? Here's how.
Date: Tuesday, July 12, 2016 at 6:15:13 PM Eastern Daylight Time
From: University of Iowa Admissions
To: Jacqueline@rak



Subject: Jacqueline, ready to visit? Here's how.
Date: Tuesday, July 12, 2016 at 6:15:25 PM Eastern Daylight Time
From: University of Iowa Admissions
To: Jacqueline Pratt



Ready for a road trip? It's only a short drive to the University of Iowa. Here are some of the many reasons to come check out campus.

Free parking. Free lunch. And even hotel discounts.

We'd love to host you for a [personalized individual visit](#) where you can choose from a wide range of optional activities that fit your interests.



Success Story – University of Iowa

Behavioral Engagement Use Cases International Recruitment

#5

International Recruitment: website visitors with IP addresses from India and South Korea receive “image swaps” of student testimonials from UI students from their home country.

India Content Conversion:
11.1% click-thru rate
9.5% conversion rate



AKASH - India

Akash is making himself right at home at the University of Iowa. **“There are people from various countries and cultures,”** he says, **“and it is great to be friends with them and share our cultural experiences.”**

To learn more about scholarships, virtual visits, and other opportunities, click here.



JEE - Korea

Jee is part of the Global Buddies program, which gives her a way to share her own culture with American students. **“You will find lots of opportunities here at Iowa if you are willing to break out of your comfort zone,”** she says.

To learn more about scholarships, virtual visits, and other opportunities, click here.

Success Story – University of Pittsburgh

Behavioral Engagement Use Cases Encouraging Action

#1

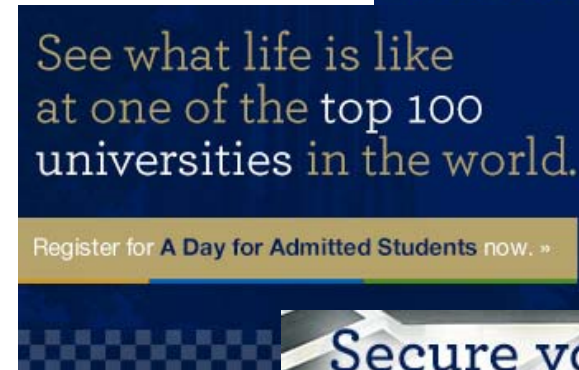
Encourage Visit: Campus Visit toasters targeting anonymous visitors to encourage a campus Visit

#2

Admitted Student Days: Utilize toasters to reach only those students admitted and encourage visit

#3

Deposit Campaigns: Commit to Pitt toasters used to help encourage deposit campaigns



Success Story – University of Pittsburgh

Behavioral Engagement Use Cases Meet Your Counselor

#4

Regional Counselor 1:1 Content:

introduce prospective students in TX or IL
on *OAFA.pitt.edu* subdomain to their
regional counselors

Recently just expanded this to NJ, MD,
and VA/DC Visitors

Content is also on the Honors subdomain



**UHC will help
you reach new
heights.**

Tom Becker
Texas Regional Director

[LEARN MORE](#)

**We'd love to speak with you
personally about the University of
Pittsburgh University Honors College.**



**UHC will help
you reach new
heights.**

Betsy Bates
Illinois Regional Director

[LEARN MORE](#)

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Success Story – University of Pittsburgh

Behavioral Engagement Use Cases
Application Fee Waiver & Deadlines

#5

Regional Application Communication:

Targeted TX and IL geographical areas with offers an app fee waiver if they fill out an inquiry form built specifically for this campaign

Thank you page displays app fee waiver code to use on the application.

Scholarship Deadline Announcement:

Toaster to make visitors aware of Jan 15 scholarship deadline

Application Waiver Conversion
9.4% click-thru rate
20.4% conversion rate



Why Now

“How do you define an inquiry?
In admissions-speak it is usually someone who “raises their hand.” With CBE, we can show you students who are “raising their hands” without ever going to a high school visit, college fair, or setting foot on campus.

Enterprise marketing automation products have existed for decades. Marketo and Hubspot as examples, but none were vertically focused on Higher Ed Admissions – until now.

Final Thoughts

“The best big idea is only going to be as good as its implementation.”

– Jay Smith, *Disrupt You! Master Personal Transformation, Seize Opportunity, and Thrive in the Area of Endless Innovation*

- 1. Start Somewhere – Begin Gathering Data.**

Assign as full-time duty to someone in your office, you won't regret it.

- 2. Determine Your College's Student Decision Journey** with that Data.

Where do students go before they do what you want? Where are they spending time? Where are they falling off?

- 3. Review your Marketing Plan CONSTANTLY.** Use APIE to continually adjust all marketing activities based-upon your data.

- 4. Utilize Marketing Automation software to influence** that journey.

Do more of what's working – stop what's not, fix what's important.

Questions?

Thank you!



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