

Build a More Targeted, Data-Driven SEMM Strategy

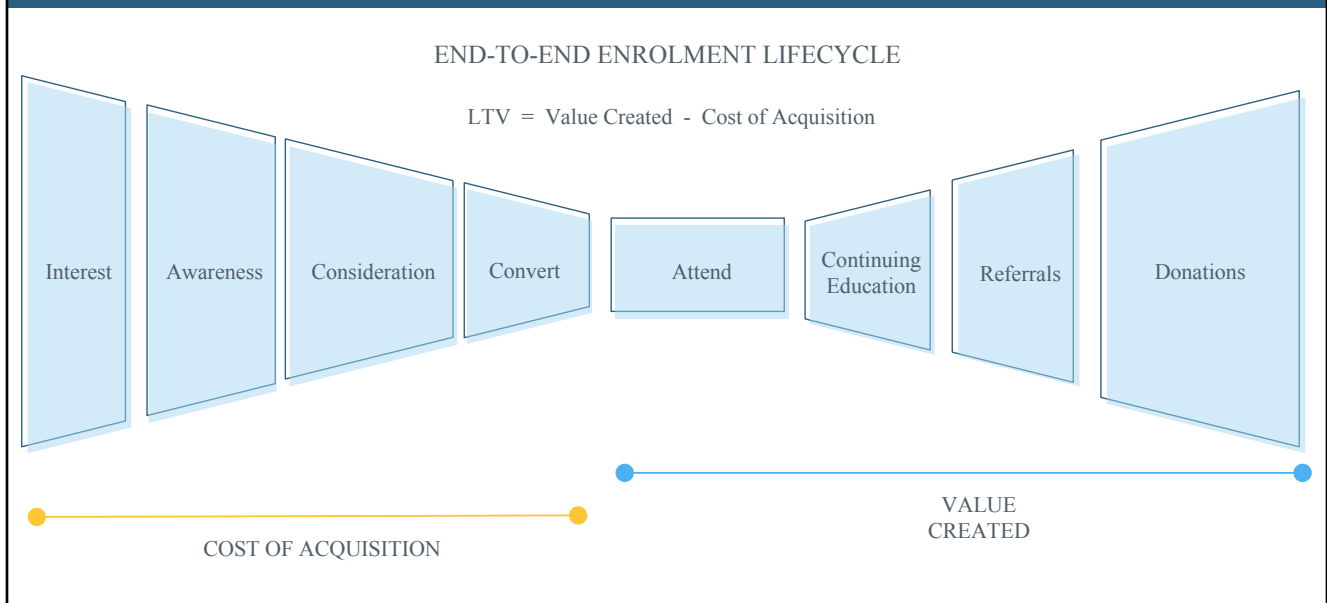
JOEL NICHOLSON | SEAN COPELAND

CampusRankings.com

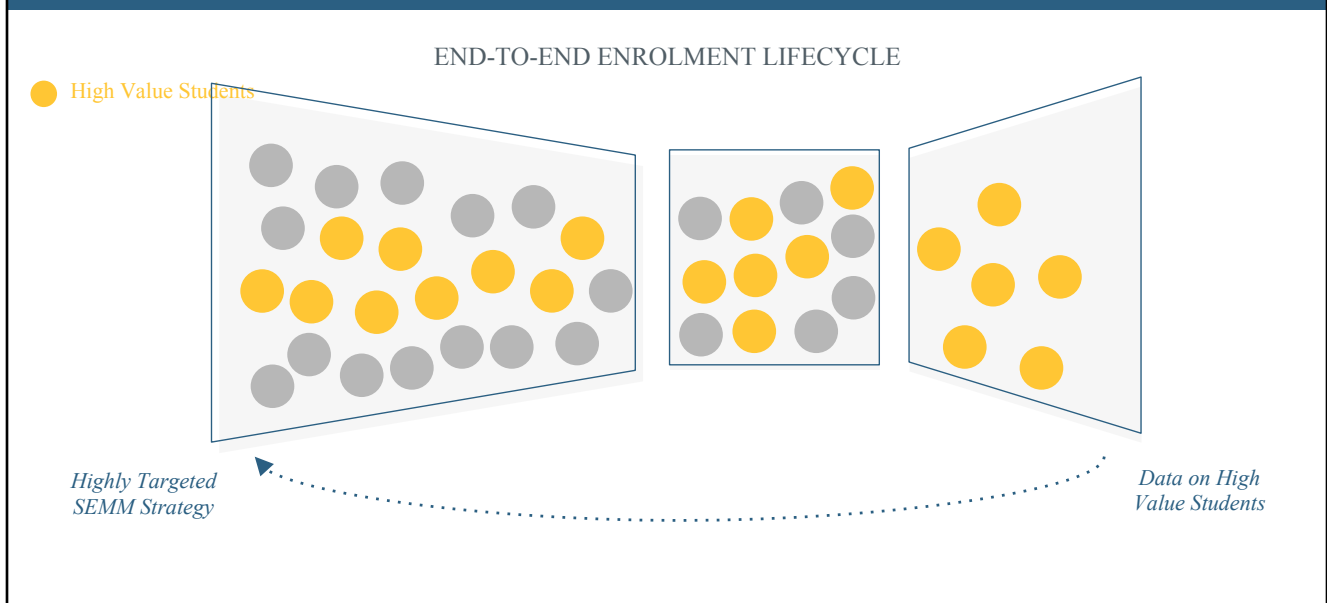


SEMM in the Digital Age

The real goal of SEMM is to maximize the lifetime value (LTV) of a student



Digital has the power to boost LTV and convert more high value students



Schools are trying to reach the same audience; and very few are effectively using data to learn about their best students

Targeting



1-2 filters (region and age) used

Data Flow



Data capture processes not in place

We're just seeing a significant rise in CPA rates online

Rise in CPAs¹

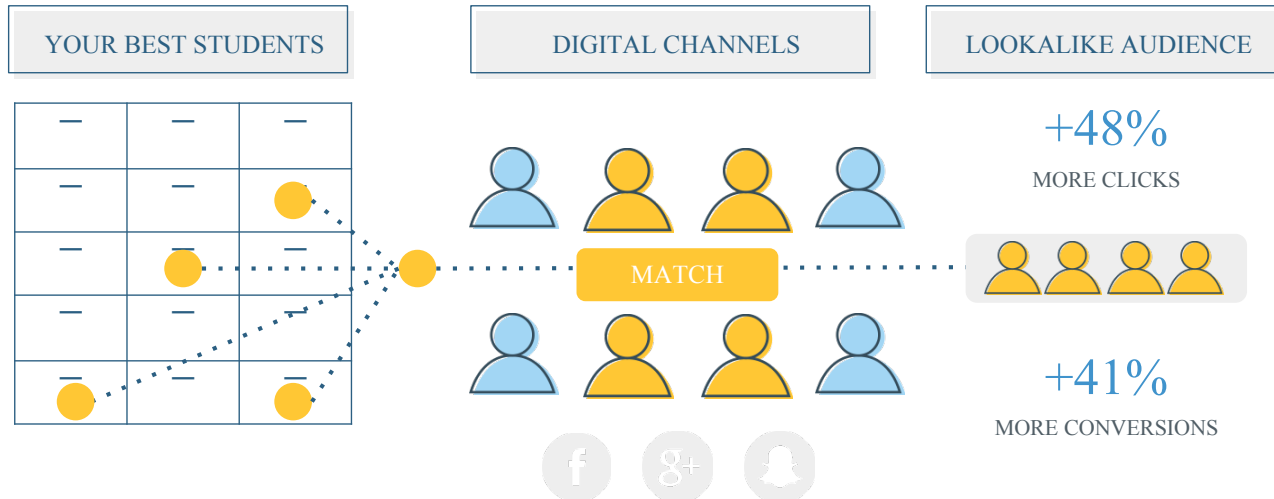
f +45% (Canada)

g +31% (Education)

Limited Flow of Data

1) Year-over-year
Source: Adstage, Adgooroo

Value-based lookalike audience marketing significantly increases clicks & conversions—
reducing CPA and increasing potential value creation

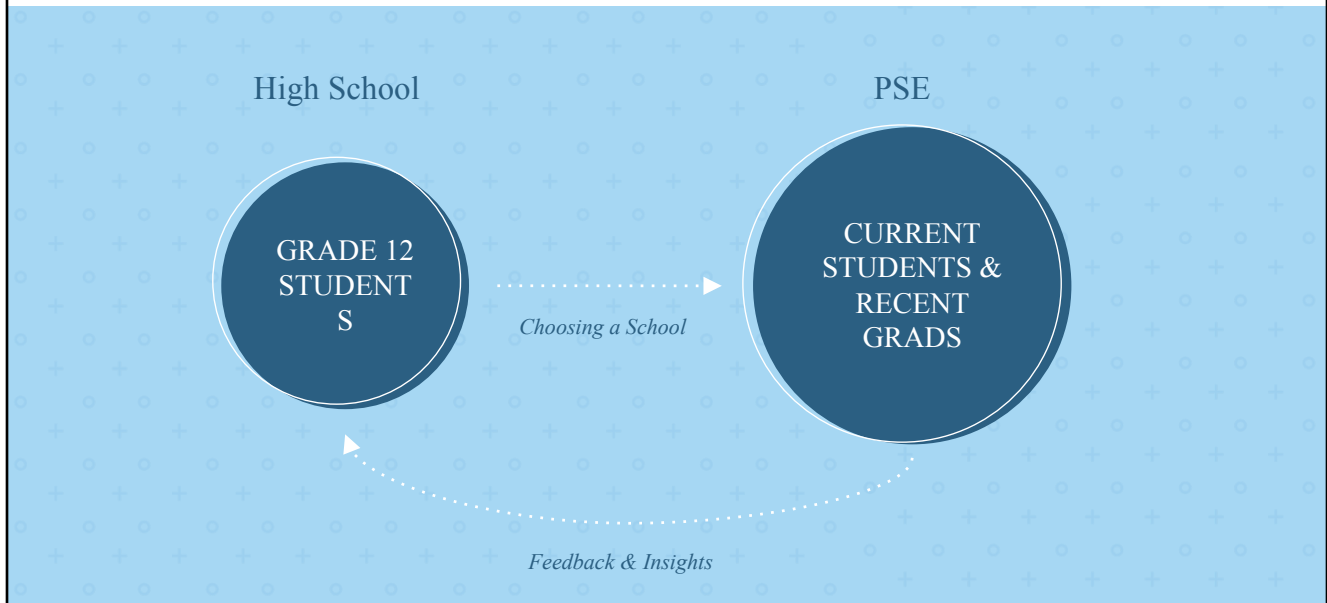


Source: Google

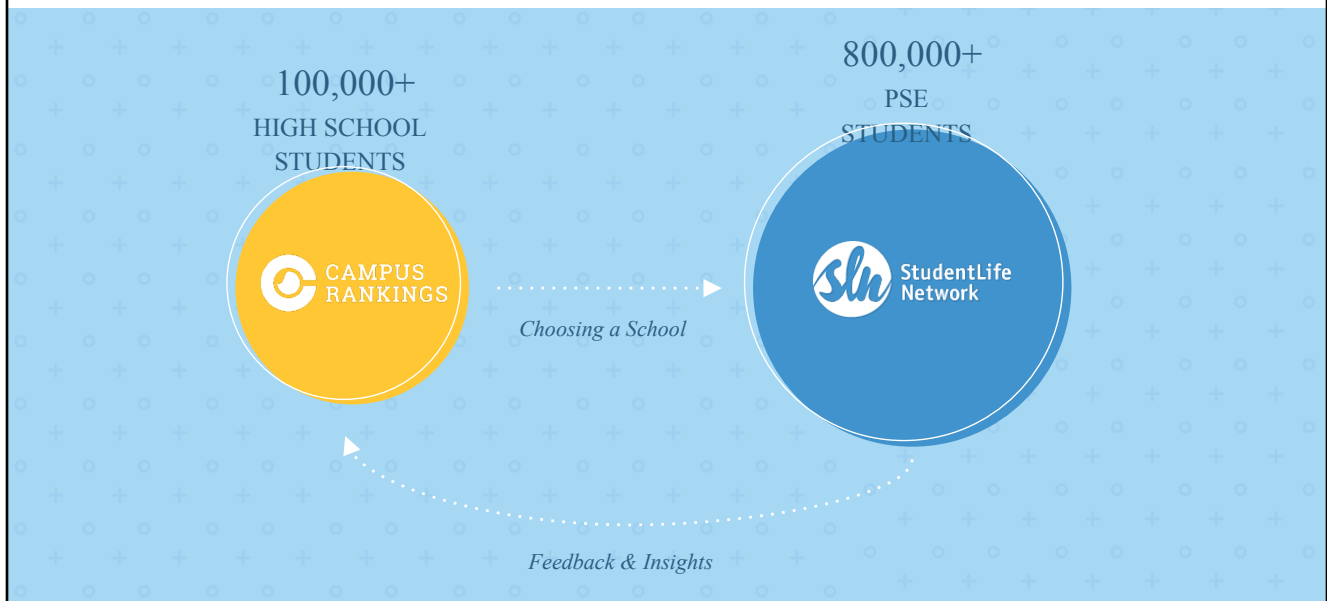
A Bit About Us (CampusRankings)



Our goal is to match students to their perfect schools, using insights from current PSE students & recent grads to help prospective students



We've built this feedback loop through a partnership with the Student Life Network



Last year, we deployed one of the largest student surveys in Canadian history

What We Asked



DEMOGRAPHICS

- Age
- Gender
- Region
- HH income
- Family-related
- Grades in high school



SCHOOL AFFINITY

- School ratings
- Written reviews



PSYCHOGRAPHIC

- Personality (MBTI)
- Interests (Holland Code)
- Emotional

The survey was completed by 40,000+ students across Canada

Survey Deployment



800,000+
Student
Audience

~200,000
Survey
Selectees

Randomly selected group to
participate in the survey; notified
via email

~23%
Started
Survey

Provided incentive of 1 entry
into \$10,000 annual "SLN Labs
Contest"

~77.8%
Completed
Survey

HIGHLIGHTS

- 40,000+ unique students responses
- 200+ PSE institutions covered
- 100+ responses per school (on avg.)
- 60,000 candid student reviews

The School Affinity Data is used for our School Rankings & Reviews

SCHOOL AFFINITY DATA

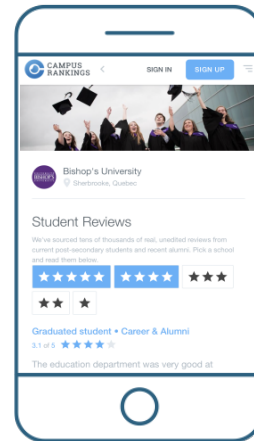


40,000 students rating and reviewing 200+ colleges & universities across Canada

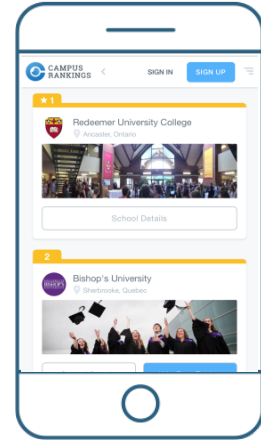
DATA CLEANSING

- Reduced list of schools to 135 for statistical relevancy
- Decided list of ranking categories to ~40
- Analyzed reviews for discrepancies
- Examined IP addresses for discrepancies

STUDENT REVIEWS



SCHOOL RANKINGS



The Psychographic Data is used for our school matching assessment (MatchU™)

PSYCHOGRAPHIC DATA

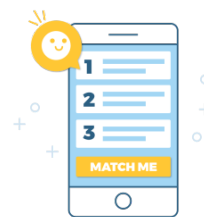


We found that students' self-reported "happiness" scores correlated strongest to school fit

DATA ANALYSIS

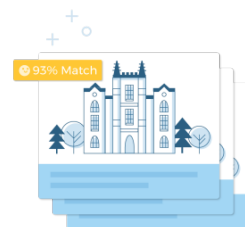
- Principal Component Analysis (PCA)
- Principal Component Regression (PCR)
- Hierarchical Cluster Analysis (HCA)
- Data Tabulation

MatchU™ QUIZ



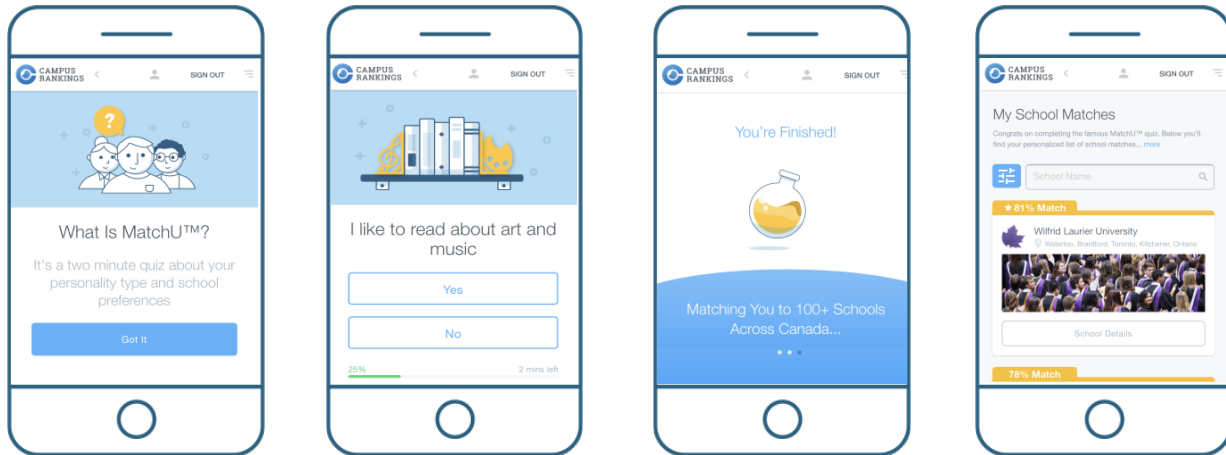
Reduced personality assessment to 10 questions

HAPPINESS MATCH (%)



Uncovered 22 segments of student archetypes

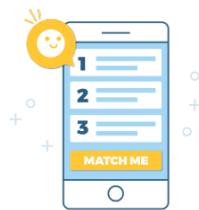
The new MatchU™ quiz is now available online; it takes two minutes, and is **100% free**



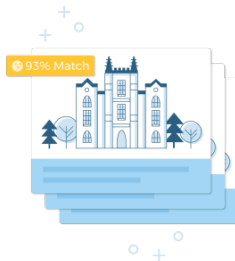
www.CampusRankings.com/MatchU

The quiz helps our school partners build better target segments and lookalike audiences

Student Takes Quiz



Student Matches w/
School Partner



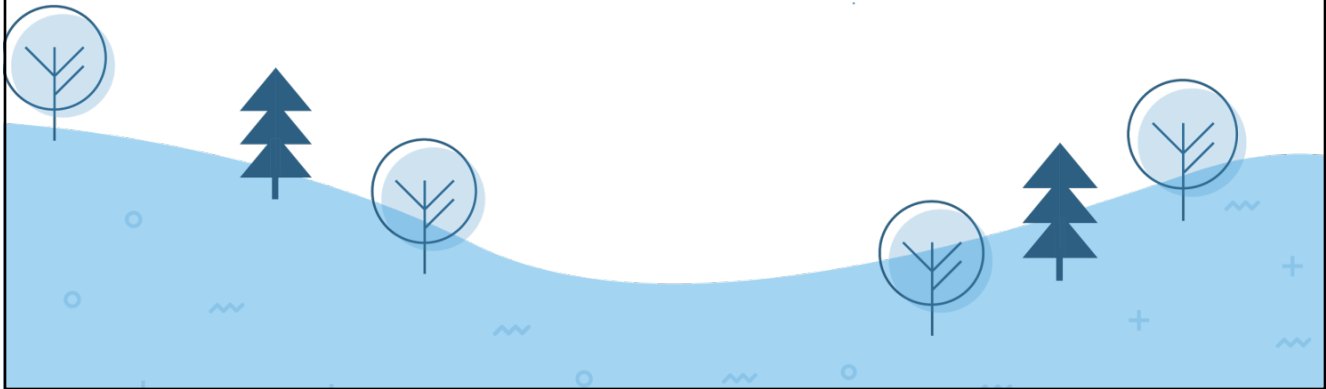
Student Info Shared w/
School Partner
(via encrypted file)



School Adds to
Lookalike List



How You Can Do What We Did



You can build your own value-based
lookalike audience

Three Easy Steps



Ask yourself: which students do you want
(or need) more of?

1 DETERMINE THE KPI THAT DRIVES LTV

- CHURN



Fewer students switching or dropping out. **More students graduating**

Selected Example

+ LONGEVITY



Students who **further their education** (e.g. master's programs, continuing education)

+ EMPLOYMENT



Students who successfully **obtain work** soon after graduation

+ ENDOWMENT



Alumni who **donate** to their institutions

+ ADVOCATES



Students who would **recommend** their school to others

What data might contribute to this KPI?
What other data do you need?

2 GET THE DATA



DEMOGRAPHICS

- Age
- Gender
- Region
- **HH income**
- **Family-related**
- **Grades in high school**



PSYCHOGRAPHIC

- **Emotional**
- **Personality (MBTI)**
- Interests (Holland Code)

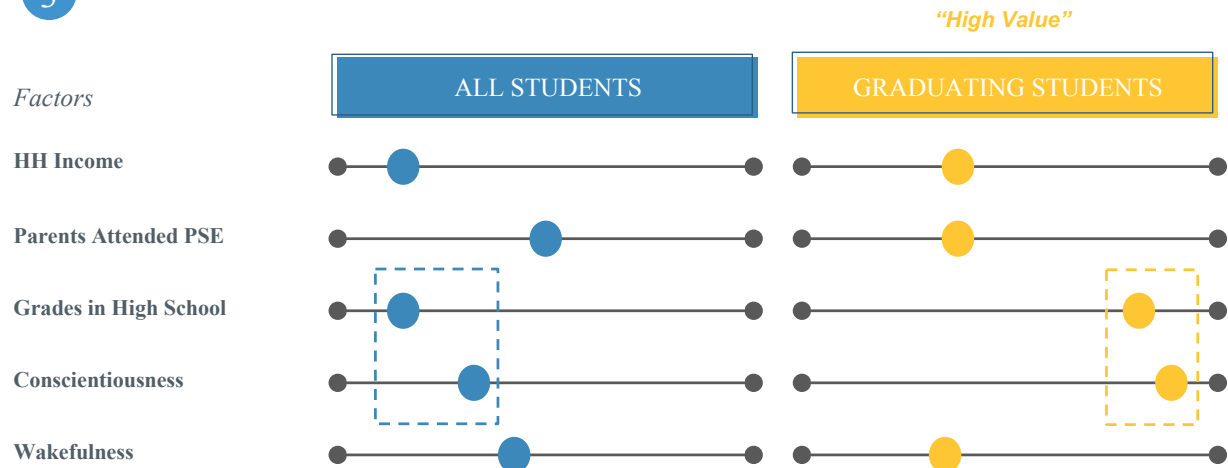


REACH

- **Email(s)**
- Phone
- Social Media

Determine which factors drive that indicator the most

3 UNCOVER STUDENT SEGMENTS



How else can you use these insights?

Lookalike Marketing



Upload list to social channels for lookalike audience marketing

Campaign Development



Create campaigns that are more focused on reaching and acquiring attention of high value students

Tool Development



Build a tool that "discovers" these students organically (e.g. cost calculator)

What Else We Do

Sponsored Blogs + Videos

Raise Awareness



Great stories often go untold. Our high-traffic blogs and videos will help raise awareness about important aspects of your school.

Custom School Pages

Build Interest



Don't let students stay uninformed. With a beautifully-designed, custom school page, we'll ensure the right info is available for prospects.

Rewards & Scholarships

Capture Leads



Connect and nurture your prospects. Try our school-sponsored scholarships and you'll get thousands of CASL-compliant, qualified leads.

Email + Social

(Re)target + Convert



Keep your school top-of-mind. Our social media channels, email newsletters, and programmatic retargeting ads will help convert prospects.

Partner With Us



JOEL NICHOLSON

MANAGING
DIRECTOR
RANKINGS
joel@campusrankings.com



SEAN COPELAND

DIRECTOR OF RESEARCH
STUDENT LIFE
NETWORK
sean@studentlifenet.com