

GOAL

## Drive Urgency in Completing Applications

Helen, the admissions director at Gallena University, is puzzled by the percentage of students who start an application but never complete it. She started researching trends to figure out how to move students from interest to commitment.

Stan, a high school senior, missed the early decision (ED) deadline for his top college choice. With average GPA and test scores, he's bummed that he didn't take advantage of the little bump that ED sometimes provides.

### Instinct

### The Personalization Solution for a Modern Campus

Learning that consistent reminders prompt more prospects to complete applications, Helen implements the advanced personalization capabilities available in Omni CMS to put the process in motion: Segments and Data Integration.

## Now It's Your Turn

School Name

Description of Problem or Goal

Strategy

Type of Dynamic Content

Based On

Variation

Variation

Variation

Variation

Variation

Variation

STRATEGY

DYNAMIC CONTENT

BASED ON

Prompt students to take the next steps in enrollment process

DYNAMIC TEXT

PAGE VISITS

SEGMENTATION

ENROLL STATUS

VARIATIONS

Unknown

User: Default

Third Visit:

Not yet started application: urge to start

Fifth Visit:

Started but not submitted: urge to submit

Sixth Visit:

Complete: Awaiting Approval

Eighth Visit:

Accepted: Awaiting deposit

STRATEGY

DYNAMIC CONTENT

BASED ON

Provide information about next steps in enrollment process

DYNAMIC TEXT

PAGE VISITS

VARIATIONS

Unknown

User: Learn more about campus life

Third Visit:

Show application timeline, add CTA to application page

Sixth Visit:

Show application deadline, add CTA to talk to an advisor