

GOAL

Target Specific Students for Honors Programs and Aid

The provost's directive is clear: As registrar at Gallena University, it is Regina's responsibility to stop the brain drain of high-achieving students going out of state to college—and she needs to do it sooner than later.

Conversely, Kai, a high school senior, wants to attend GU because it is close to home, but he struggles with finding applicable website information on scholarships and merit aid. Why, he wonders, can a university 2,000 miles away supply personalized communication about tuition and financial aid, while a school only 20 minutes down the road cannot?

Instinct

The Personalization Solution for a Modern Campus

Recognizing that students need the right information at the right time, Regina turned to Instinct by Modern Campus to solve the brain drain problem.

STRATEGY	DYNAMIC CONTENT	BASED ON
Highlight honors programs on home page banner	DYNAMIC BLOCK	SEGMENTATION GEOLOCATION GPA/SCORES

VARIATIONS	
Unknown User: Default	Local High-Achievers: Show honors programs

STRATEGY	DYNAMIC CONTENT	BASED ON
Present merit aid for in-state students on application and financial aid pages	PAGE FORWARDING	SEGMENTATION GEOLOCATION GPA/SCORES

VARIATIONS	
Unknown User: Application page with general info	Local High-Achievers: Application page with merit aid scholarship info

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