

GOAL

## Help Students Find Their Fit by Highlighting Student Life

Gallena University offers hundreds of on-campus clubs and organizations to keep students engaged with the campus community. Trouble is, the information is dispersed throughout the website; students have to search the calendar, student activities page, athletics site and other pages to find what interests them.

Intramural sports are a priority for Luke, a high school senior who plays three sports. Once he starts college, he hopes to also join the robotics club and ROTC. If only he had a way to let prospective colleges know his interests and if only those institutions could provide him the information he needs so he didn't have to hunt for it.

### Instinct

#### The Personalization Solution for a Modern Campus

Sara, Gallena's coordinator of student activities, turned to Instinct by Modern Campus to show students like Luke the wide variety of activities the university has that make campus feel like home.

STRATEGY	DYNAMIC CONTENT	BASED ON
Highlight student activities based on prospective student interests	<ul style="list-style-type: none"> <li>DYNAMIC TEXT                             <ul style="list-style-type: none"> <li>HOME PAGE</li> <li>LANDING PAGE</li> </ul> </li> <li>FORMS</li> </ul>	PAGE VISITS

**VARIATIONS**

<ul style="list-style-type: none"> <li><b>Unknown User:</b> Default</li> </ul>	<ul style="list-style-type: none"> <li><b>Second Visit:</b> Variation for each activity to highlight</li> </ul>
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STRATEGY	DYNAMIC CONTENT	BASED ON
Highlight programs or majors based on interest	<ul style="list-style-type: none"> <li>DYNAMIC TEXT</li> </ul>	<ul style="list-style-type: none"> <li>SEGMENTATION</li> <li>CAPTURED INTEREST</li> </ul>

**VARIATIONS**

<ul style="list-style-type: none"> <li><b>Unknown User:</b> Default</li> </ul>	<ul style="list-style-type: none"> <li><b>Known Interest(s):</b> Variation for each activity to highlight</li> </ul>
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## Now It's Your Turn

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School Name

Description of Problem or Goal

Strategy

Type of Dynamic Content

Based On

Variation	Variation	Variation
Variation	Variation	Variation