CASE STUDY

LANCASTER UNIVERSITY

Increasing Student Conversion

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SUCCESS **INDICATOR**

Increased conversion rate of 14% of undergraduate applicants who used the app

LANCASTER UNIVERSITY USED THEIR POPULAR MOBILE APP TO ENGAGE WITH PROSPECTS WHO HAD MADE LANCASTER ONE OF THEIR TOP 5 CHOICES – LOOKING TO IMPROVE CONVERSION RATES BY ESTABLISHING A DIGITAL RELATIONSHIP WITH STUDENTS EARLY IN THEIR UNIVERSITY JOURNEY.
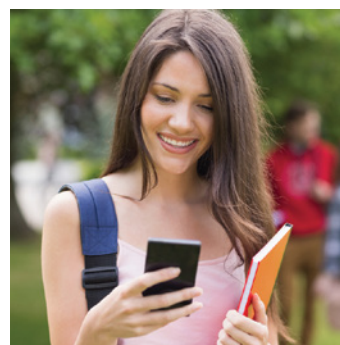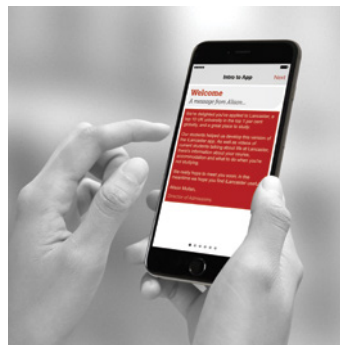
GOAL
Increase conversion rates of students making Lancaster their first choice university

RESPONSE
Personalized digital solution - giving the best experience for applicants even before starting university

SUCCESS
Increased conversion rate of 14% of undergraduate applicants who used the app

DELIVERABLES

- Create a digital relationship with students via app engagement
- Allow for personalized content delivered via mobile
- Build on already strong mobile offering to showcase Lancaster University

SOLUTIONS

- Making use of native features like photo upload
- Integration of flickr and Youtube for a dynamic view of life at Lancaster
- Flexible platform allows students to develop for students

BENEFITS

- Significant increase of people using the app making Lancaster first choice
- Earlier engagement with students to establish lifelong relationships
- Aggregation of information into one student focussed platform

> The statistical probability of an undergraduate applicant who has used the App making Lancaster their firm choice versus the average conversion rate from offer to firm acceptance in 2014/15 rose by 14%

ALISON MULLEN, HEAD OF ACADEMIC STANDARDS AND QUALITY

CONTACT US

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