

Dublin City University drives student enrollment with ClickDimensions



Case Study



www.dcu.ie

Like universities everywhere, DCU implemented numerous policy changes during the pandemic. For the Student Recruitment team specifically, requiring advance registration for virtual as well as hybrid events was essential for ensuring compliance with social distancing guidelines.

Key Outcomes

- Having a digital marketing automation solution in place prior to the pandemic was a relief as DCU quickly increased their virtual events calendar. With webforms and workflows configured, it was easy to handle the 60% spike in leads.
- The ability to easily segment prospective students by area of interest is a critical component of DCU's targeted communication program.
- With their email strategy at peak performance, ClickDimensions gives DCU visibility into real-time results – allowing them to quickly adjust messaging when needed.

Dublin City University has been providing local and international students with flexible access to higher education for over 35 years. With three campuses across the Dublin metro area, the university serves a thriving and diverse student body numbering just under 17,000. Known as Ireland's "University of Enterprise", DCU has been recognized in Times Higher Education's 'Top 100 under 50'.

Challenge

As one of three top class universities in the city of Dublin, the competition for attracting new students is fierce. The Student Recruitment office is challenged by keeping prospective students engaged throughout their senior year cycle, and inspired to complete enrollment at DCU. Their communications strategy encompasses a variety of tactics, and visibility into top performing tactics is critical.

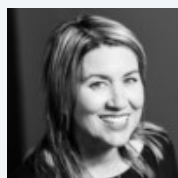
Solution

The Student Recruitment team uses the ClickDimensions webforms feature to track registration data for campus visits during Open Days events, seamlessly capturing contact data that auto feeds into their CRM. By leveraging ClickDimensions' email template feature, Student Recruitment is able to easily format bespoke emails for various academic departments, so personalized communications to a prospective student aligns with their area of future studies.

Results

Colette O'Beirne, who is the Senior Student Recruitment Officer in the Student Recruitment Office, tracks key metrics on a variety of weekly emails they use to keep their audience engaged. She finds the heatmap particularly useful, and is gratified with their exceptionally low opt-out rate, a testament to their ability to deliver the right content to the right audience at the right frequency. The ability to easily monitor metrics from week to week allows her team to make meaningful tweaks to other content themes.

"ClickDimensions is brilliant in capturing data so we can keep in touch and keep relationships going with prospective students. It is a key component in our recruitment strategy."



"We have been told that our communications have been invaluable to prospective students and has proven to be a powerful influence on their decision to enroll here."

- Colette O'Beirne
Senior Student Recruitment Officer
Dublin City University