

CASE STUDY

Using campaign packages to increase conversion

An example of database emailing and tracking analytics



The scenario

The University of Warwick provides a range of medical qualifications including Postgraduate Education, Research Degrees and Integrated Academic Training aimed at healthcare professionals.

The objective

The University of Warwick, wanted to increase bookings onto their medical qualifications via email communications.

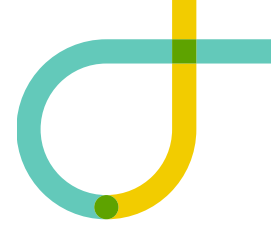


The outcome

Wilmington Healthcare campaign packages service increased the university's email open rates by over 150%

For more information speak to your account manager or contact our dedicated team:

e info@wilmingtonhealthcare.com **t** 01268 495600



Targeted and intelligent email marketing

Overview

There are various course intakes throughout the year and the university usually works on a tight deadline to target healthcare audiences for these courses.

Methodology

On receiving this brief we used our database of over 470,000 healthcare professionals to identify key segments of individuals that could be targeted as prospects for the university, using filters such as job responsibilities and geographical location.

Previously the university had used our 'single-send' email service. On this occasion we advised the university to use our 'Campaign package' service, which enables the optimisation of a series of emails, from initial set-up to monitoring recipient behaviour and analytics. We were able to advise on the best approach at each stage of the campaign. We followed up with a variety of different messages dependent on how particular audience members interacted with previous emails.

Reports of activity and potential leads were then provided to the university marketing department.

The client said...

"We always get a great service. Data is turned around really quickly and the team are always happy to suggest new approaches to reach our audiences." Sarah Hill, Warwick University.

Results

The overall performance was far superior with the campaign-based approach, as illustrated in Figure 1.

	Open rate	Click through rate
Single send	8.74%	2.56%
Campaign	22.61%	3.01%
% change	↑159%	↑18%

Figure 1 Open and click through rates for single-sends and campaign services

Wilmington Healthcare Campaign packages service increased the university's email open rates by over 150% compared to their previous single-send emails.

Campaign reports provided the university with a range of intelligence, including evidence of how long it takes recipients to interact, topics of interest, and which device they use to view emails, all of which helps them to build better campaigns in future.