



CASE STUDY

ASTON UNIVERSITY

Visit Day Experience

**ExLibris**
campusM

“Crucially, campusM helps us communicate the Aston student experience. You can’t grasp that from a brochure or a league table. Open Days are key for us; by getting potential students to attend, we are more likely to convert them. The Aston Open Day app profile informs them of logistics, and enriches the day itself through added functionality. It’s been a real success for us.”

TONY LYONS, DIGITAL PROJECT MANAGER, ASTON UNIVERSITY



**ASTON UNIVERSITY HAS
CREATED A PROFILE –
A DEDICATED AREA OF THE APP
FOR A SPECIFIED TYPE OF USER**
– WITH USEFUL AND COMPELLING
CONTENT TO SUPPORT THE 2,000
PROSPECTIVE STUDENTS WHO
ATTEND EVERY OPEN DAY.



CUSTOMER GOAL

Enhance prospective student experience at Open Day (Open House) event



campusM RESPONSE

Dedicated area on the myAston app for prospective students



SUCCESS INDICATOR

Users re-engage with the app 7-10 times during the day

CONSULTANT ENGAGEMENT


- Deliver branded event information – travel, parking, itinerary, campus maps, etc. – via mobile
- Transform pre-study engagement and enhance perceptual positioning of brand
- Take first step in development of 'cradle to grave' relationship between student and institution

THE DELIVERABLES

- A branded Profile on the myAston campusM mobile app to introduce the Aston experience
- Attendees can create their own personalized itinerary from their choice of tours and sessions
- Ease of content building – Profile includes key content, quizzes, games, and social media feeds


THE OUTCOMES

- Successful pre-study engagement – average user re-engages with app 7-10 times during event
- Strong feedback – strengthening business case for an Alumni Profile
- Simplified and branded visitor experience - complementing other promotional activities

 www.campusM.com

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Helping Universities and Colleges create outstanding native app and portal experiences using our omni-channel platform.