

## CASE STUDY

UNIVERSITY OF BRADFORD

Prospective Student Journey

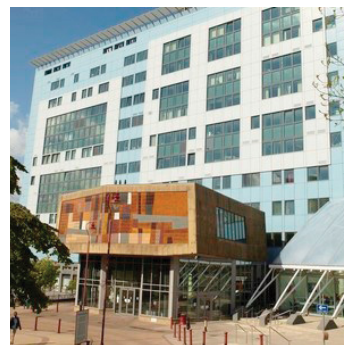
**ExLibris**  
campusM



**SUCCESS INDICATOR**

Transforming the Prospective Student  
Experience with Personalized Communication

THE UNIVERSITY OF BRADFORD  
 USES THE campusM  
 PLATFORM TO STRENGTHEN ITS  
 RECRUITMENT DRIVE, TARGETING  
 APP CONTENT TO DISTINCTIVE  
 STAGES OF THE PROSPECTIVE  
 STUDENT JOURNEY.



**GOAL**

App that adapts content as prospects move forward in their relationship with University



**RESPONSE**

Flexible Platform that matches configurable user profiles with app services



**SUCCESS**

Rich and engaging prospective experience that enhances recruitment outcomes

**OBJECTIVES**

- Deliver positive early experiences and provide appropriate support for prospects at every stage of their journey
- Make communications and status of a prospect's relationship with University easier to track
- Personalized content and push notifications created easily with campusM App Manager

**OUTCOMES**

- Flexible user profiling that is easy to set up – campusM automatically matches user with app content
- Rapid in-house development of services to meet localized needs – with campusM App Extension Kit (AEK)
- Targeted communications – content and push notifications created easily within App Manager

**DELIVERABLES**

- **Prospectus Profile** – mobile prospectus; Open Day booking form and information; videos; Twitter feed
- **Open Day Profile** – itinerary; maps and directions; personalized push notifications; Instagram image feed
- **Course search** – developed using AEK. Search by school; placement; full-time/part-time; duration

“ Getting people to attend an Open Day and smoothing the overall prospective experience give us the best chance of recruiting talented students. The profiles we have created with campusM, form the foundation of a lifelong relationship between user and the University ”

JOHN FAIRHALL, MOBILE TECHNOLOGY ADVISER, UNIVERSITY OF BRADFORD

**CONTACT US**

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