

# Authentic Engagement with Data Driven Insights

## Bates College Case Study



### The Problem

Bates College was looking for an innovative way to engage students virtually. They were also looking to gain deeper insights into their funnel and the competitive landscape they faced.

### The Solution

Bates partnered with Scoir by tapping into these key college solutions:

- The dashboard provided them daily insights into their Scoir admissions funnel. By partnering with our data scientists, they were able to dive deeper into understanding the unique characteristics of their Scoir audience compared to their CRM data and identify unknown competitor schools.
- The outreach and CMS (Content Management System) solutions allowed them to personalize their messaging and content based on top majors to authentically engage with students in a scalable way. The easy to use platform made it simple to adapt their communications to better meet the needs and interests of prospective students in real time.

### The Result



**70%**

of 2020 students following the school in Scoir were not captured in their CRM.



**90%**

growth in applications from 2020 to 2021

**13**

of their top 20 competitor schools in Scoir were previously unknown



**77%**

open rate for their automated message to prospective business majors