Expand & Engage: Reaching Today's Student



Fairfield University Case Study

The Challenge

Fairfield University was looking for a way to expand their pool of prospective students by expanding their geographic footprint and reach.

The Solution

Fairfield partnered with Scoir by tapping into our enrollment marketing solutions including these two key features:

- The CMS (Content Management System) within the network to create a personalized search experience for students to generate additional interest and applicants for the University.
- The outreach/messaging solution that allowed them to tailor messages to students based on their academic focus, interests, and class year.

The Early Results

33%

of 2020 students following the school in Scoir were not captured in their CRM. Their very first message had an open rate of

71%

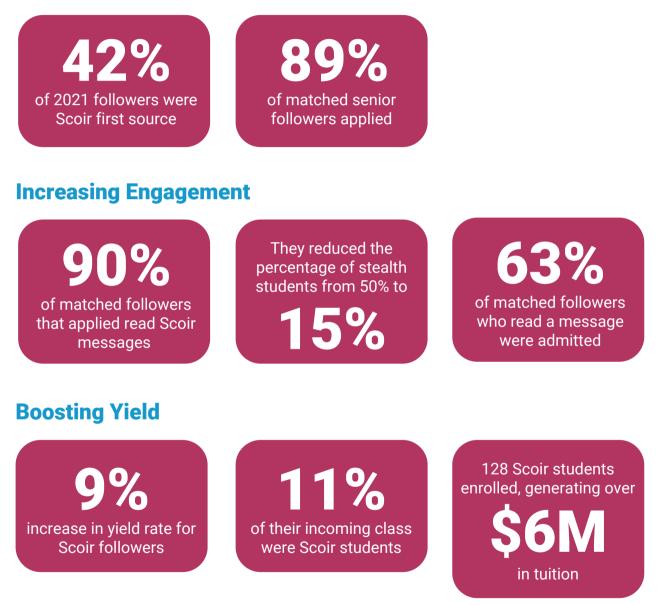
50%

of the 2021 students who expressed interest in Fairfield within Scoir were not yet captured in their CRM.

The End of Year Results

At the end of their first year on the platform, we performed an in-depth analysis comparing Scoir followers who entered Fairfield's CRM (matched followers) and those that didn't.

Expanding Reach



We also provided detailed demographic and interests data to help Fairfield expand their success with more students on the platform

