

# Standing Out from the Noise & Engaging Early to Increase Yield



## Louisiana State University Case Study

### The Challenge

Louisiana State University (LSU) was achieving their enrollment goals, but they were looking to break through the top of funnel noise and start engaging where students aren't hearing from a lot of colleges.

### The Solution

LSU partnered with Scoir to tap into the network and generate organic interest from prospective students using these key college solutions:

- The Content Management System (CMS) helped LSU personalize content across the college discovery process within Scoir for students based on their interests whether they were just discovering LSU in search results or intentionally seeking out the college.
- Outreach messaging made it possible for LSU to reach high-intent students where they're focused on all things college admissions instead of just competing for students' attention in their overcrowded email inboxes. It also provided an opportunity to engage and cultivate meaningful connections with underclassmen and stealth students making it more likely they would enroll.

### The Results

**38%**

of 2021 followers in their CRM were first sourced on Scoir

**70%**

of their freshman-junior audience on Scoir were not yet in their CRM

**81%**

of 2021 followers from Scoir in their CRM applied

**+16%**

Yield rate of students who read messages on Scoir

**9%**

of their incoming class in 2021 were students on Scoir

