

A Private Liberal Arts College Scoir Success Story

Student Messaging

Discover how a prestigious 4-year, private, liberal arts college in California broadened their reach and recruited new students with Scoir.

The Challenge

This Scoir partner college was looking for a quick, simple way to Message recently admitted students and recruit new students.

The Solution

The college utilized Scoir's Student Messaging, which allowed them to draft and send Messages to best-fit prospective students and admitted students based on interest signals in Scoir (academics, class year, and more). Going in, the college knew that of the students that follow colleges on Scoir, **3x more students will apply if they receive Messages**. With **80% of iOS users enabling push notifications**, Scoir widens the net of small colleges, getting them in front of new stealth students and helping them engage best-fit students. Take a look at how this college excelled with Student Messaging!

Results: 2019-2020 Academic Year

The college reached best-fit students and achieved all of the following through Scoir Student Messaging by investing only 1 hour per month.

76%

The read rate of the college's
very first Message

63%

The read rate of their second
Message (an on-follow Message)



Results: 2022-2023 Academic Year

60%

of Messages to admitted students were read

The college set up One-Time Messages notifying students that their application was received and that they were admitted

The average open rate for email from education institutions is 23.42%¹

48%

of Messages to interested students were opened

5%

The average click rate among all Messages

The average click through rate for email from higher education institutions is 2.9%²

93%

of those that applied to the college after finding the institution via Scoir were admitted

32x

the ROI of Scoir for the college in just one year



1. Source: [Mailchimp](#)

2. Source: [Mailchimp](#)