

How Denison University Yielded 18% of their Freshman Class from Scoir

A Premium Presence and Apply with Scoir Case Study



SCOIR



College Type: Private liberal arts college
 Enrollment: 2,300
 Founded: 1831
 Location: Granville, Ohio



Our college partners find that 52-90% of their interested students on Scoir are stealth

The Challenge

As one of the top private liberal arts colleges in the United States, Denison University looked to Scoir to optimize their enrollment marketing. Denison wanted to reach interested students across the country who had a high likelihood of applying, plus simplify the application process to improve their follow to apply rate.

Denison's goals when joining Scoir in May 2022 included:

- Reaching stealth students (who aren't already captured in their CRM) across the country
- Boosting their number of total applications

The Solution

To reach their goals, Denison utilized 2 different Scoir solutions: Premium Presence and Applications.

Premium Presence

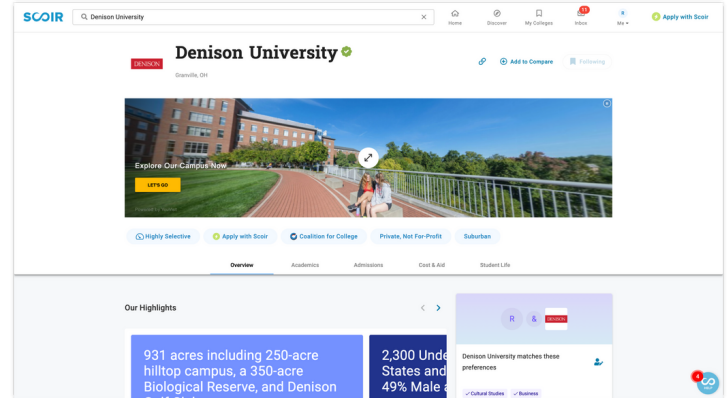
With Premium Presence, colleges can amp up their basic Scoir profiles. Denison started sharing campus events, academic programs, financial aid info, and more on Scoir, giving students a greater opportunity to organically discover Denison based on their interests.



Students are 87% more likely to engage with colleges that have a Premium Presence on Scoir

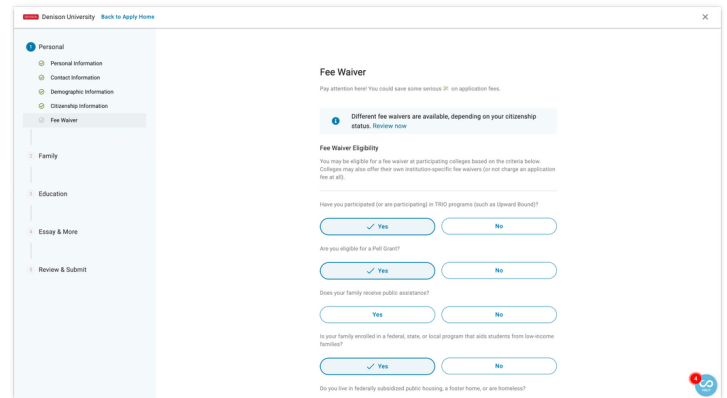


Scoir partner colleges received 37% more Scoir applications than those that didn't use Premium Presence for the 2023 app cycle



Applications

Scoir helped Denison receive applications in partnership with Coalition for College, making the process easier for students. With pre-population of student data, streamlined document delivery, and a seamless integration into Denison's CRM, students who apply with Scoir can easily take the step from following a college to applying.





The Results

Denison saw an incredible return on Premium Presence by increasing their reach with high-intent students on Scoir.

Increasing Reach

Denison reached 47,767 students through Scoir so far, with 156,201 total content impressions. Denison saw a 2.3x increase in followers and a 4.1x increase in impressions in the 18th month after becoming a Scoir partner, compared to before they were a partner. This is primarily through Premium Presence's #Posts, Events, and the rapid year-over-year growth of students on Scoir.

16% of Denison's Class of 2026 followers are currently attending a Title I school, and 12% of all of Denison's followers identify as first generation students.

In the past 7 months, Denison saw their tagged #Post impressions increase by 28%, and a 19% growth rate in tagged #Post link click events.

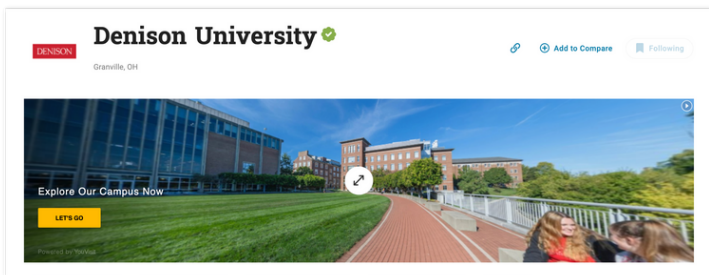
Yielding High-Intent Students

The students that find Denison have high intent. Denison yielded about 18% of their Class of 2027 students from Scoir, and is projected to yield at least 14% for the Class of 2028!

Class of 2023 high school graduates had a follow to apply conversion rate of nearly 44% (which is 4% higher than Denison's top competitors!), demonstrating that a follow from a Scoir student is a strong indicator of interest, and has a high likelihood of driving a submitted application (with Scoir or any other application method).

After just one year of being a Scoir partner, Denison saw a return of investment of 109x by attracting and enrolling additional students with Premium Presence and Apply with Scoir.

109 x ROI
the ROI of Scoir for the college in just one year



Ready to learn more about Premium Presence and receiving Applications from Scoir?

Book a Consultation