

Targeted direct mail campaign boosts student recruitment by 200%

With big ambitions to increase enrolment numbers, the University of Gloucestershire wanted to stand out from a crowd of competitors who were using digital media to vie for the attention of prospective students.

They took the bold decision to try something different. Going retro with a targeted direct mail campaign proved a highly effective move – one that generated a 200% increase in applicant conversions.



A powerful partnership

Selecting UCAS Media to help deliver a high impact direct mail campaign meant the university could take advantage of our unique targeting and personalisation, ensuring its message hit home with the right candidates.

Combining deep data and behavioural insights, UCAS Media was able to help the university maximise the campaign's ROI, bringing target prospects into the recruitment pipeline in a highly cost-effective manner.

Consultation from our team inspired the creative, multi-phased direct mail campaign, which reached 28,000 students in a 30 mile radius of the university.

Our end-to-end direct mail service featured astute audience segmentation, artwork consultation, and timing optimisation – all of which helped the university deliver a HEIST award-winning campaign that generated sector-beating returns.

Generating impressive audience response, these industry-beating campaign results created a platform for the university to pursue a successful and ongoing applicant engagement strategy.

Want to find out more? Get in touch

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80%

increase in enrolled student numbers

8 point

jump in National Student Survey (NSS)

200%

increase in conversion

85%

decrease in cost-per-acquisition