World's First & Largest Online University Fair Platform, **UniConnect** by Leverage Edu, Drives **250% Uplift in Student Attendance**

WebEngage | UniConnect by leverage edu

UniConnect by Leverage Edu, a first-of-its-kind online university fair platform, helps over a lakh of Indian students to choose best-in-class education available in India and abroad. The web platform enables students to attend education fairs virtually and also interact closely with the global universities of their choice.

GOALS

- Increase attendance for UniConnect's online education fair
- Improve student engagement on the website

CHALLENGES

- Unifying leads from various sources
- Segmenting students as per their preferred universities, courses,etc.
- Assisting students at every stage of their lifecycle

SOLUTION(S)

The concerned teams at WebEngage and UniConnect came together to adopt a multi-channel, personalized and contextual engagement approach. This approach has been benefitting UniConnect to engage with the students in a timely manner via WhatsApp, Email and SMS. Thus, driving more online education fair registrations and retention.

WebEngage is an extremely helpful platform for EdTech marketers and Product Managers. Student engagement has increased especially on the UniConnect platform significantly - 2.5X boost in UniConnect's attendance. We're really impressed with the way WebEngage experts constantly support our business growth!

—Akshay Chaturvedi
Founder & CEO, Leverage Edu

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UniConnect

by leverage edu

Introduction

Over the past few years, EdTech has emerged as one of the booming sectors across several regions of the world. EdTech encompasses the simple use of computers to teach math, submitting homework online, upgrading skills using mobile apps, appearing for competitive exams online and much more!

Various categories have also emerged in the Edtech sector making it easier for students to carry out a wide range of educational practices using the internet and a mobile phone or a laptop. The advent of smartphones and the internet has now enabled companies to aid students in exploring global education systems sitting right at home.

Leverage Edu, world's leading platform for higher education and career growth, is one such platform that empowers millions of school students to transform their careers with online mentorship, university applications and test preparation.

UniConnect by Leverage Edu, is the world's first & largest online university fair platform, guides 1 million+ students to explore and get admissions from over 200 global universities and colleges hosted by Leverage Edu.

WebEngage

At UniConnect, a student's lifecycle consists of four main stages

1. Lead to registration
The first stage kicks off when a prospective student creates an account by signing up on UniConnect. And moves closer towards registering for an online university fair.

2. Profile completion
When the registered user fills in necessary information such as current education level, preferred education destination/university, field of study, session of admission and so on to complete the profile.

3. University exploration
At this stage, the students look for the desired universities and the details such as scholarship programs, location, admission criteria and so on. And select the university.

4. Online education fair participation
The final stage involves the students attending the online education fairs scheduled for different universities by UniConnect.

So, engaging with the students at every stage of their lifecycle in a timely and hyper-personalized manner at scale encouraged the team at UniConnect to look for a robust marketing tool which would automate UniConnect's student engagement initiatives seamlessly. Soon, the team at UniConnect got in touch with the WebEngage representatives and after a detailed discussion, decided to collaborate with WebEngage's marketing automation stack.

Read on to find out how UniConnect has been able to overcome various challenges and continue to drive significant results with the help of *WebEngage Solutions for EdTech*.

Goals:

UniConnect's primary goals include:

1. **Provide personalized and expert mentorship**, and a seamless online education fair experience to the students. It also aims to administer a platform that enables the students to interact with the universities, discover various courses and attend scheduled university-specific fairs online.

2. **Increase student attendance** for the online education fairs by engaging with the students at every stage of their lifecycle on the UniConnect platform.

Challenges:

The team at UniConnect faced major challenges that centered around:

Unifying leads from various sources into one platform

At UniConnect prospects land onto the website through various sources such as social media, organic search, word of mouth, and so on. So, keeping a track of all the data points and then collating them into one file manually is challenging. So, the team at UniConnect wanted to automate this process and speed up their engagement initiatives.

Creating micro-segments of students based on their preferred universities

With over a database of 6 lakh students mapping every students' university of choice and then updating them about the upcoming online education fairs individually is difficult. So, the team at Uniconnect wanted to segment every student as per their university preference early on.

Assisting students at every stage of their lifecycle at scale

The team at UniConnect wanted to make sure that every student goes through a seamless and personalized experience on the UniConnect platform right from the time they register on the platform. But, with the growing students' base, engaging with them on a personal level manually calls from great time and resource allocation which is a difficult feat if done at a massive scale like UniConnect does.

Solution(s)

Accelerating profile completions through in-the-moment student engagement

UniConnect acquires students from multiple sources like Direct, Referral, Social (Facebook, Instagram, etc.) and more. When the student visits the UniConnect website, he/she first needs to create an account and provide basic details like name, phone number, Email ID, etc.

In the next step, the student is then required to complete their Event Profile on the UniConnect website to register for the fair and join the preferred university booth at the day of the event.

WebEngage

But the UniConnect team observed that a lot of students don't complete their profile and drop-off before registering for an online education fair.

To tackle this challenge, the UniConnect team leverages the WebEngage *Journey Designer* along with the *dynamic segmentation* capability to contextually engage with these students and encourage them to complete their profile.

The UniConnect team has created dynamic segments based on students' source of acquisition. They are dynamic in the sense that WebEngage tracks students' actions in real-time. So students get added/removed from the segments as and when their actions match/don't match the rules of a particular segment.

For example, if a student lands on the UniConnect's website via Facebook, then the student is automatically bucketed under the 'UniConnect - Facebook Leads' segment.
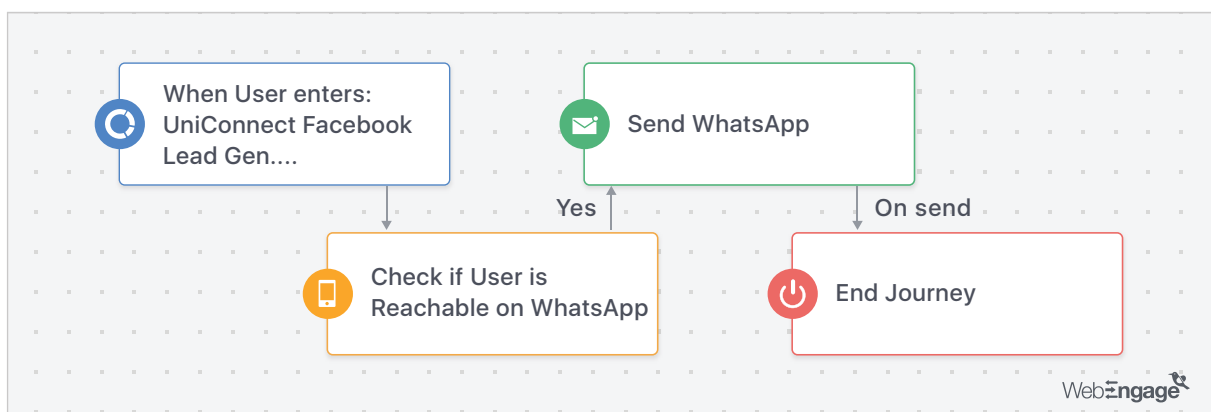
Sample Segment

Segment **UniConnect - Lead Gen** contains users
with User Attribute, **Medium** contains **UniConnect Lead - Facebook**

This helps the UniConnect team to automate the segmentation of students at scale, eliminate errors and save time.

Now, to contextually engage with these students coming from various sources at scale, the UniConnect team then runs different student engagement journeys using the WebEngage Journey Designer for each of these segments.

Here's a glimpse of one of the student engagement journeys run for the segment of students who visit the UniConnect website via Facebook ads:

In the journey, as soon as the student enters the segment, the system checks if he/she is reachable on WhatsApp. If yes, a personalized WhatsApp message is then delivered to him/her - nudging him/her to complete the profile.

Why use **WhatsApp for EdTech student engagement?**

Have instant, **two-way communication** with students

Do cross-border, **multilingual communication**

Add a **humanized touch** to your communication

Send **multimedia messages**

WebEngage

Moreover, just like all the other channels, creating *WhatsApp campaigns on the WebEngage* dashboard is super easy and hassle-free:

5 Easy Steps to Send WhatsApp Messages using WebEngage

Get your WhatsApp Business Account approved

Get your message templates whitelisted by Facebook

Collect user opt-ins

Integrate the WhatsApp Service Provider(s) with WebEngage

Upload the whitelisted templates on the WebEngage dashboard and start sending out messages on WhatsApp
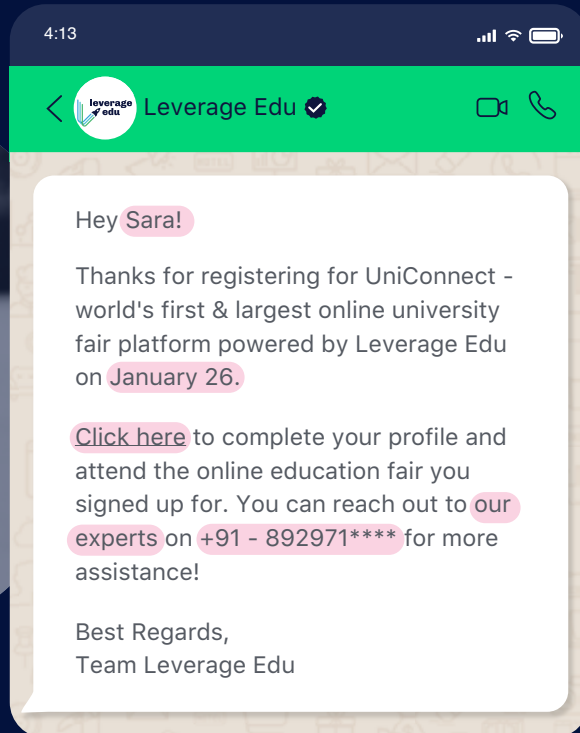
WebEngage

Here's how the WhatsApp messages can be personalized on the WebEngage dashboard after the template is whitelisted:

TEMPLATE NAME UniconnectLead ✎

TEMPLATE TEXT Hey {{1}} Thanks for registering for UniConnect - world's first & largest online university fair platform powered by Leverage Edu on {{2}}. Click here {{3}} to complete your profile and attend the online education fair you signed up for. You can reach out to {{4}} on {{5}} for more assistance!
Best Regards, Team Leverage Edu

VARIABLES {{1}} = {{user['system']['first_name']}}

{{2}} = January 26th

{{3}} = https://uniconnect.leverageedu.com/event

{{4}} = Our experts

{{5}} = +91-892971****

As seen above, the message template consists of variables' numbers which are used as placeholders. These variables are then substituted with the information mentioned in the 'Variables' section. Thus making the message customized and targeted.

So here's how the WhatsApp message appears for the end user i.e. the student who becomes a part of this particular journey.

WhatsApp

4:13

Leverage Edu ✓

Hey Sara!

Thanks for registering for UniConnect – world's first & largest online university fair platform powered by Leverage Edu on January 26.

Click here to complete your profile and attend the online education fair you signed up for. You can reach out to our experts on +91 – 892971**** for more assistance!

Best Regards,
Team Leverage Edu

The students are similarly targeted on various channels viz Email, SMS, etc. depending on their channel reachability. A similar drill is followed for all the leads coming in from various sources - to ensure in-the-moment engagement and encourage maximum profile completions on the same day the lead visits the UniConnect website.

Another interesting bit about this journey is that the team at UniConnect has enabled Frequency Capping on the WebEngage dashboard. *Frequency Capping* is a simple one-time setup that helps UniConnect to avoid spamming its students by controlling the number of messages they receive within a day, week and month, spaced out evenly over a time gap.

Result:

The UniConnect team has been able to witness a **2.5X boost in students registering for online fairs on the same day of the student's first visit** through in-the-moment student engagement using dynamic segments and contextual journeys on the WebEngage dashboard.

2. Aiding the students with university exploration through automated student engagement campaigns

Providing unbeatable assistance to every student coming to the UniConnect platform lies at the heart of UniConnect's student experience. So, the team at UniConnect aims at providing all the necessary information to the students who show interest in exploring particular universities.

Doing this helps the students to understand their chosen university's application, admission procedures, additional facilities that are available at the university campus, the scholarship criteria, the fee structure and much more.

However, before onboarding WebEngage, the assistance around the university exploration was carried out by the Telemarketing team at UniConnect. The telemarketers would provide one-to-one telephonic consultations to every student and encourage them to register for the online fair held on UniConnect by the student's chosen university.

This meant spending lengthy human hours on calls and deploying a huge team of telemarketers to reach out to lakhs of students.

So, after adopting WebEngage, the Marketing team at UniConnect started running automated, *multi-channel campaigns* to provide all the university-related information to the students. Gradually reducing manual intervention, cutting down its cost of telemarketing and ensuring timely communication at scale.

> At UniConnect, we have been able to save massive man-hours and efforts through automated, timely and hyper-personalized campaigns. We've witnessed a striking 16% conversion rate through WhatsApp as an engagement channel!
>
> **—Digvijay Gagneja**
> Chief Operating Officer, Leverage Edu

UniConnect
by leverage edu

Hi Kelly,

Here's everything you need to know about your preferred university - University of Liverpool, UK

About the University
The University of Liverpool is a public university that has always believed in the advancement of learning and ennoblement of life. The University of Liverpool offers a plethora of courses at its campuses at Liverpool, China, London along with a wide range of online programs.

Highlights Of University Of Liverpool

Founding Year	Endowment Value	Best For
1881	GBP 167.1 Million	Humanities And Engineering

Interesting facts:
• The University of Liverpool is spread across 100 acres of land in Liverpool and has about 192 buildings as part of the infrastructure.
• There are more than 400 undergraduate and postgraduate courses offered by the University of Liverpool.

Study VISA

Visa Application Fee	Stay Back Period	Part Time Work Allowance
£348	24 Months	20 Hrs/Week
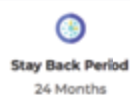
Register for the online education fair

Best Regards,
Team Leverage Edu

WebEngage

Result:

By automating the students engagement process to assist the students with crucial information about the universities, the team at Uniconnect has been able to cut down manual intervention, save massive man hours and **reduce its telemarketing cost by 25%**.

3. Maximizing online fair registrations through timely, hyper-personalized nudges

To create sustainable business growth, it's important for the team at UniConnect to improve its North Star Metric i.e. Student Attendance For Online Fairs.

In order to drive online fair registrations, the Marketing team at UniConnect sends a series of hyper-personalized and timely nudges to the students, using the WebEngage dashboard. The nudges are sent to remind the students about the upcoming online education fair that they register for.
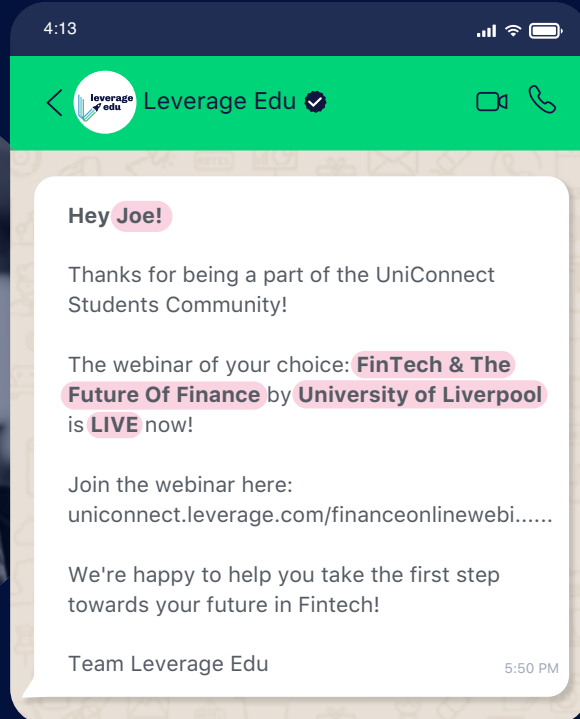
The nudges are sent out at different time intervals leading up to the day of the fair. The series includes a set of nudges, across multiple channels, starting from a week prior to D-day leading up to one hour before the event goes LIVE. This helps in creating FOMO and a timely recall among the students encouraging them to attend the online education fair on the scheduled dates and timings.

Here are some samples of the hyper-personalized communication sent via the student engagement campaigns across various channels using the WebEngage dashboard:
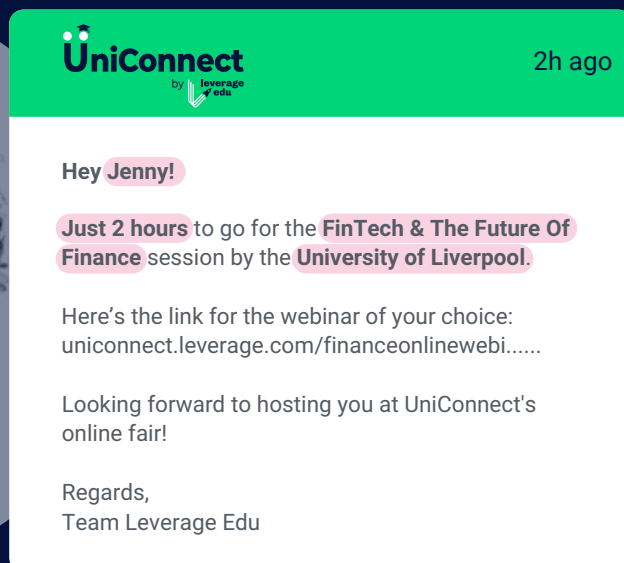
Email

UniConnect by leverage edu

1 Day to go!

India's biggest Online University Fair

📅 10TH SEPT | 3-6 PM IST

The clock's ticking, what are you waiting for?

WhatsApp

4:13

Leverage Edu ✓

Hey Joe!

Thanks for being a part of the UniConnect Students Community!

The webinar of your choice: **FinTech & The Future Of Finance** by **University of Liverpool** is **LIVE** now!

Join the webinar here: uniconnect.leverage.com/financeonlinewebi......

We're happy to help you take the first step towards your future in Fintech!

Team Leverage Edu

5:50 PM

SMS

UniConnect
by leverage edu

2h ago

Hey Jenny!

Just 2 hours to go for the **FinTech & The Future Of Finance** session by the **University of Liverpool**.

Here's the link for the webinar of your choice: uniconnect.leverage.com/financeonlinewebi......

Looking forward to hosting you at UniConnect's online fair!

Regards,
Team Leverage Edu

Apart from automating the process of sending timely nudges to the students, the team at UniConnect further reduces the massive man hours of manually designing personalized Emails by using the simple *drag-and-drop email editor* on the WebEngage dashboard. With the help of the drag-and-drop editor, the team at UniConnect can use the custom templates, hyperlink relevant content, personalize the emails, add images and more in a jiffy!

Result:

Personalized and timely nudges leading up to the day of the online fair has enabled UniConnect to drive maximum attendance and witness some amazing results.

250% uplift in UniConnect's online education fair attendance
28% increase in MoM (Month-on-Month) registrations
16% conversion rate through WhatsApp campaigns

Sending timely, multi-channel and hyper-personalized communication to the students at each stage of their lifecycle has helped Uniconnect to up its user engagement game and drive significant results.

The WebEngage Effect on

UniConnect by leverage edu

250% uplift in online education fair attendance

2.5X boost in fair registrations on Day 1

28% increase in month-on-month registrations

25% reduction in telemarketing cost

16% conversion rate through WhatsApp campaigns

Loved the case study?

Get a free product walkthrough. Talk to our automation experts for custom solutions.

Schedule my free demo

WebEngage

WebEngage is a consumer data and a full-stack marketing automation platform that empowers consumer tech brands to scale up their user engagement and retention initiatives. Further enabling the customers to make more money from the existing users via hyper-personalized, data-backed lifecycle campaigns across channels including SMS, Mobile and Web push, In-app message, Web overlays, Surveys, Email, WhatsApp and Facebook remarketing.

WebEngage serves thousands of consumer brands across industry verticals including EdTech, FinTech, OTA, Gaming, E-commerce, OTT among others.

TALK TO US TODAY

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