CASE STUDY

ASTON UNIVERSITY

Visit Day Experience

SUCCESS INDICATOR

Users re-engage with the app 7-10 times during the day
**ASTON UNIVERSITY HAS CREATED A PROFILE – A DEDICATED AREA OF THE APP FOR A SPECIFIED TYPE OF USER – WITH USEFUL AND COMPELLING CONTENT TO SUPPORT THE 2,000 PROSPECTIVE STUDENTS WHO ATTEND EVERY OPEN DAY.**

<table>
<thead>
<tr>
<th>ENGAGEMENT</th>
<th>DELIVERABLES</th>
<th>OUTCOMES</th>
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<tbody>
<tr>
<td>• Deliver branded event information – travel, parking, itinerary, campus maps, etc. – via mobile</td>
<td>• A branded Profile on the myAston campusM mobile app to introduce the Aston experience</td>
<td>• Successful pre-study engagement – average user re-engages with app 7-10 times during event</td>
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<td>• Transform pre-study engagement and enhance perceptual positioning of brand</td>
<td>• Attendees can create their own personalized itinerary from their choice of tours and sessions</td>
<td>• Strong feedback – strengthening business case for an Alumni Profile</td>
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<td>• Take first step in development of ‘cradle to grave’ relationship between student and institution</td>
<td>• Ease of content building – Profile includes key content, quizzes, games, and social media feeds</td>
<td>• Simplified and branded visitor experience - complementing other promotional activities</td>
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Crucially, campusM helps us communicate the Aston student experience. You can’t grasp that from a brochure or a league table. Open Days are key for us; by getting potential students to attend, we are more likely to convert them. It’s been a real success for us.

TONY LYONS, DIGITAL PROJECT MANAGER, ASTON UNIVERSITY

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