We’re delighted you’ve applied to Lancaster, a top 10 UK university in the top 1 per cent globally, and a great place to study.

Our students helped us develop this version of the iLancaster app. As well as videos of current students talking about life at Lancaster, there’s information about your course, accommodation and what to do when you’re not studying.

We really hope to meet you soon; in the meantime we hope you find iLancaster useful.

Alison Mullan, Director of Admissions

Increased conversion rate of 14% of undergraduate applicants who used the app
LANCASTER UNIVERSITY USED THEIR POPULAR MOBILE APP TO ENGAGE WITH PROSPECTS WHO HAD MADE LANCASTER ONE OF THEIR TOP 5 CHOICES – LOOKING TO IMPROVE CONVERSION RATES BY ESTABLISHING A DIGITAL RELATIONSHIP WITH STUDENTS EARLY IN THEIR UNIVERSITY JOURNEY.

<table>
<thead>
<tr>
<th>DELIVERABLES</th>
<th>SOLUTIONS</th>
<th>BENEFITS</th>
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</thead>
<tbody>
<tr>
<td>Create a digital relationship with students via app engagement</td>
<td>Making use of native features like photo upload</td>
<td>Significant increase of people using the app making Lancaster first choice</td>
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<tr>
<td>Allow for personalized content delivered via mobile</td>
<td>Integration of flickr and Youtube for a dynamic view of life at Lancaster</td>
<td>Earlier engagement with students to establish lifelong relationships</td>
</tr>
<tr>
<td>Build on already strong mobile offering to showcase Lancaster University</td>
<td>Flexible platform allows students to develop for students</td>
<td>Aggregation of information into one student focussed platform</td>
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</tbody>
</table>

"The statistical probability of an undergraduate applicant who has used the App making Lancaster their firm choice versus the average conversion rate from offer to firm acceptance in 2014/15 rose by 14%"

ALISON MULLEN, HEAD OF ACADEMIC STANDARDS AND QUALITY

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