

Making the right First impression



campusM enables institutions to provide targeted information for prospective students and applicants making the process of choosing and applying to university easier.



Promoting Student Success



Campus Visit Day events are an essential part of the college or university calendar. It can be challenging for institutions to stand out in the crowded market place as they compete to attract the best students.

campusM allows institutions to showcase their facilities and services via a dedicated Visit Day app profile – with targeted content and personalized push notifications, students have a great first impression of the institution and are more likely to choose it as their preferred place of study.

Competitive Advantage	Stand out from the crowd with dedicated Prospect and Applicant information
Targeted Content	Content and services specifically for this important period
Notifications	Timely, relevant and personalized push notifications makes for great user experience
Continuous Engagement	University stays in touch with the prospect or applicant throughout the process
Analytics	Analytics to help develop services for future Visit Day events

Engaging via mobile lets your prospects take your institution with you wherever they are and you can stay in touch with push notifications. This can lead to an increase in conversion rates of prospects to applicants. *

As prospects transition into applicants and registered students a campusM mobile app is the ideal way to stay in touch. By utilizing roles and profiles users can see the information and services that are relevant to them wherever they are in the process all within the same app.

Lancaster University saw an increased conversion rate of 14% of undergraduate applicants who used the app
<http://bit.ly/1sanJN>