



Making The Right First Impression

Campus Visit Days with Ex Libris campusM

ExLibris
a ProQuest Company

Current Challenges

- 1 Institutions need to stand out in a crowded marketplace
- 2 Competitive environment to attract the best students
- 3 Providing prospects with personalized content
- 4 Need to make the move from prospect to student easy
- 5 Making sure information is correct and current

The campusM Approach



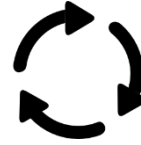
Targeted Content

Specific features such as Visit Day schedules, campus tours, give prospects a first look at what university life might be like



Personalized Alerts

Keep prospects and applicants up to date with essential deadlines, changes to schedules, and reminders of vital information with personalized notifications



Continued Engagement

Profiles and Roles allow for institutions to continue engagement through each stage of the applicant life cycle setting up a lifelong digital relationship



Insight Analytics

Enterprise level analytics allow institutions to see which how prospects and applicants are using the app to enhance the provision going forwards

Prospective Students

Showcase university facilities to prospects

Prospect Guide

Course information

Student Life

Maps

Athletics



Visit Days

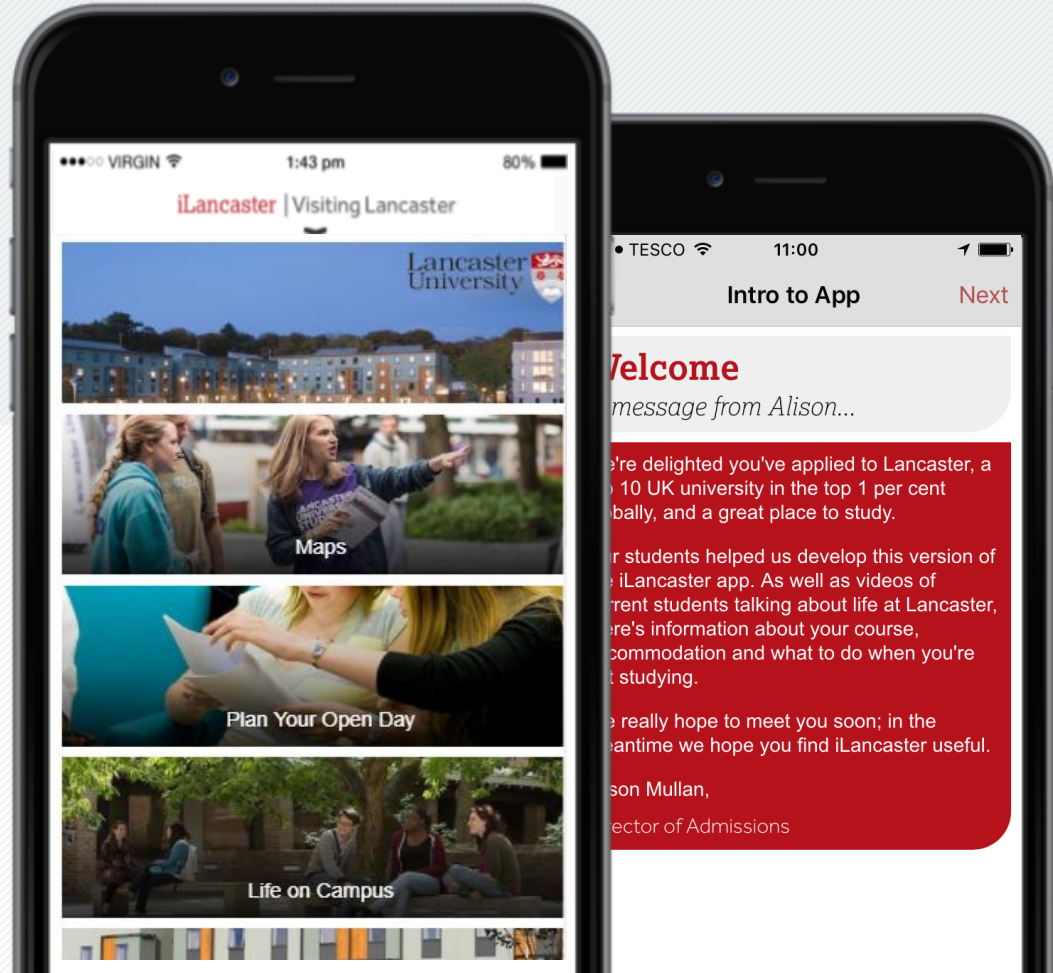
Support for prospects as they visit campus for the first time

Maps

Day Planner

Targeted information

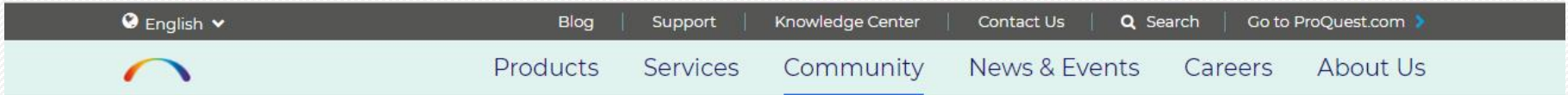
Campus Life



What's New?

campusM Case Studies:

<http://www.exlibrisgroup.com/community/customers/>



campusM

"The statistical probability of an undergraduate applicant who has used the App making



campusM

"Crucially, campusM helps us communicate the Aston student experience."



campusM

"The profiles we have created with campusM, form the foundation of a lifelong

Benefits

1

Competitive Advantage

Stand out from the crowd with dedicated Prospect and Applicant information

2

Targeted Content

Content and services specifically for this important period

3

Notifications

Timely, relevant and personalized push notifications makes for great user experience

4

Continuous Engagement

University stays in touch with the prospect or applicant throughout the process

5

Analytics

Analytics to help develop services for future Open House events



THANK YOU!

sales@campusM.com