

# How to Utilize Data-Driven Personalized Video to Boost Enrollment



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# Data-driven Personalized Video For Enrollment

Combines the two biggest drivers in marketing today:



**Video**



**Personalization**



Provide highly relevant information,  
**tailored to each student**



Meet students **where they are**



Make them feel **seen, heard & understood**



**Show the fit**

# Why Data-driven Personalized Video

**95%**

of your message is retained  
with Personalized Video

**10%**

of your message is  
retained with Text

# Why Data-driven Personalized Video

- **Preferred Medium:**  
YouTube, TikTok Generation
- **Personalization Expectations:**  
Amazon Generation



**96%** Information specific to  
academic interests

**77%** Share information on  
background

**54%** Majority want use of  
name in videos

# How Colleges are Utilizing Personalized Video

- **Batch Videos:**

- Search, Inquiry, Admit & Admit-Hype (Motion Graphics)

- **Real-Time:**

- Undergraduates, Graduates and Parents

- **On-Demand:**

- Primarily Graduate Market

- **Financial Aid**

- **Conversational AI**

- **Behavioral**

# The Concept: Let Data Drive the Content

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- Personalized Greeting
- Customized Content Segments (*data field*)
- Variable Video Content (*data value*)
- Personalized Closing

Personalized Video



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Traditional Data-Driven  
Personalized Video

# Use Data To Create Content That Showcases Fit

Academic  
Interest

Internships

Alumni  
Success

Residency  
Status

Institution  
Data Point

Activities  
Interest

Athlete/  
Non-Athlete

First Year/  
Transfer

Student  
Location  
(in state/  
out of state)

Domestic/  
International

Honors/  
Non-Honors

Dual  
Enrolled/  
Non-Dual  
Enrolled





# **TRADITIONAL DATA-DRIVEN SEARCH, INQUIRY & ADMIT VIDEO**

# Search /Inquiry Video



## Personalization & Data Points:

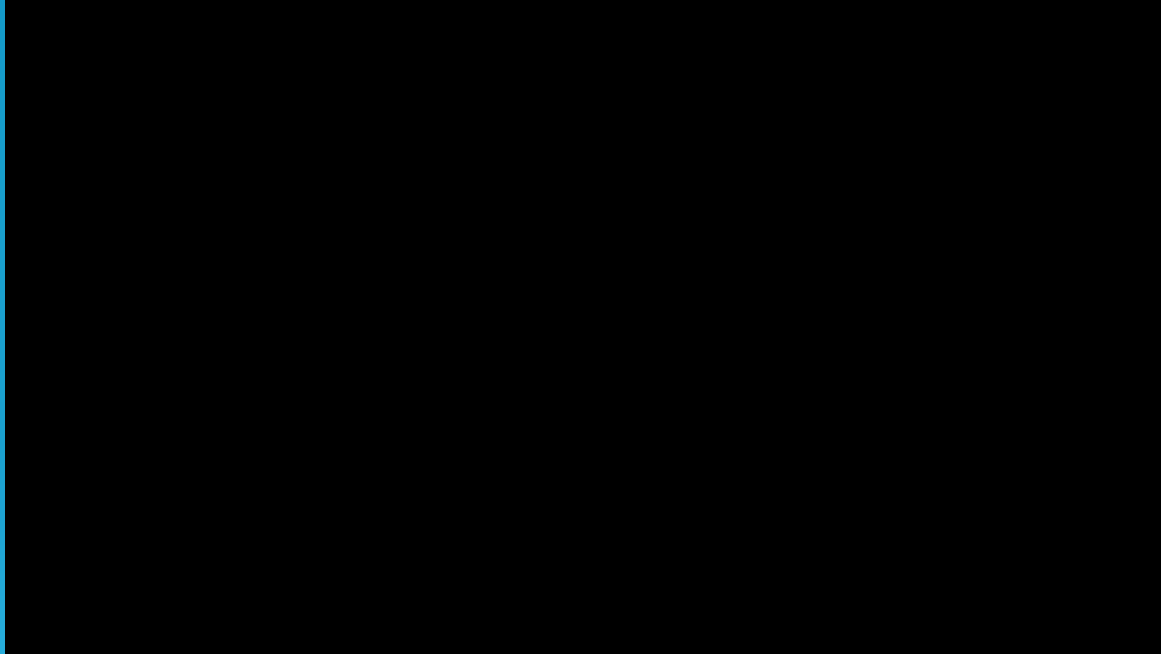
Student  
Name

Academic  
Ability

Academic  
Interest

Internships/  
Outcomes

# Admit Data-Driven Video



## Personalization & Data Points:

Student  
Name

Location

Visit  
Status

Co-Curricular  
Interest

# **ADMIT HYPE VIDEO**

## Admit Hype Video (Motion Graphics)



# **AQUINAS COLLEGE REAL-TIME**

**Student Driven**

Tuition &amp; Fees

## Discover Why Aquinas College Is Right for *you!*

*Get a personalized video made just for you in 30 seconds!*

AQUINAS  
COLLEGE[Home](#) / [Admissions at Aquinas](#)

### IN THIS SECTION

[Apply](#)[Undergraduate Admissions](#)[Continuing Education Admissions](#)[Graduate School Admissions](#)[Scholarship Calculator](#)[Tuition and Fees](#)[Dates and Deadlines](#)[Visit & Directions](#)[Student Ambassadors](#)

### STUDENT RIGHT-TO-KNOW

Tuition

Fees

What area of study are you most interested in?

☐ Accounting☐ Biology/Health Sciences☐ Business☐ Computer Information Systems☐ Education☐ Fine Arts/Humanities☐ Global Studies☐ Kinesiology☐ Math/Date Science[Next](#)Powered by Allied Pixel

Get your video!

*YOU!*

...closely with you and your  
We're here to help you

...ill give back to the world is  
...help you find an



# “Get Your Video” Floating Tab

The screenshot shows the Aquinas College website's Undergraduate Admissions page. At the top, a dark red navigation bar contains links for 'Apply', 'Give', 'Alumni & Friends', 'Students', 'Faculty & Staff', 'Arts', and 'Athletics', along with a search bar. Below this is a white header with the 'AQUINAS COLLEGE' logo and five menu items: 'ACADEMICS', 'ADMISSIONS', 'COST & AID', 'STUDENT LIFE', and 'MEET AQ'. A large red banner with a torn-paper effect features the text 'Undergraduate Admissions at Aquinas College'. Below the banner, a breadcrumb trail reads 'Home / Admissions at Aquinas College / Undergraduate'. The main content area has the headline 'IT'S YOUR TIME TO THRIVE.' in red script, followed by 'UNDERGRADUATE ADMISSIONS' in black. Three red buttons are displayed: 'APPLY NOW', 'REQUEST INFORMATION', and 'VISIT AQ'. A yellow arrow points from these buttons to a vertical red tab on the right edge of the page labeled 'Get your video!'. Below the buttons is the section 'Why Aquinas?' which includes a photo of a woman and the heading 'DOMINICAN CATHOLIC'. The text in this section states: 'As a Dominican Catholic school, we are here to serve students of all faith traditions and no faith tradition. Respect for all people is essential to the work we do. Everyone is welcome to engage in the pursuit of truth, the common good, and belonging at Aquinas.' A red button at the bottom of this section says 'LEARN MORE ABOUT OUR MISSION AND VALUES'. The bottom of the page shows a Windows taskbar with the date 7/18/2025 and time 10:13 AM.

Apply | Give | Alumni & Friends | Students | Faculty & Staff | Arts | Athletics

AQUINAS COLLEGE

ACADEMICS | ADMISSIONS | COST & AID | STUDENT LIFE | MEET AQ

Undergraduate Admissions at Aquinas College

Home / Admissions at Aquinas College / Undergraduate

*IT'S YOUR TIME TO THRIVE.*

UNDERGRADUATE ADMISSIONS

APPLY NOW | REQUEST INFORMATION | VISIT AQ

Why Aquinas?

**DOMINICAN CATHOLIC**

As a Dominican Catholic school, we are here to serve students of all faith traditions and no faith tradition. Respect for all people is essential to the work we do. Everyone is welcome to engage in the pursuit of truth, the common good, and belonging at Aquinas.

LEARN MORE ABOUT OUR MISSION AND VALUES

Get your video!



# REAL-TIME WEB PROMPTS

(Placed on URL's within your website)

Discover Why Aquinas College Is Right for *YOU!*  
*Get a personalized video made just for you!*

What area of study are you most interested in?

- Accounting
- Biology/Health Sciences
- Business
- Computer Information Systems
- Education
- Fine Arts/Humanities
- Global Studies
- Kinesiology
- Math/Data Sciences

**Next**

Powered by alud Pool

AQUINAS COLLEGE

Accounting  
Biology/Health Sciences  
Business  
CIS  
Education  
Fine Arts/Humanities  
Global Studies  
Kinesiology  
Math/Data Sciences  
Nursing  
Sciences  
Social Sciences  
Undecided

Discover Why Aquinas College Is Right for *YOU!*  
*Get a personalized video made just for you!*

What aspect of life at Aquinas would you like to learn more about?

- Art/Music/Theatre
- Athletics
- Campus Ministry
- Clubs/Activities
- Honors Program
- Living On-Campus
- Sustainability

**Back** **Next**

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AQUINAS COLLEGE

Art/Music/Theatre  
Athletics  
Campus Ministry  
Clubs/Activities  
Honors Program  
Living on Campus  
Sustainability

Discover Why Aquinas College Is Right for *YOU!*  
*Get a personalized video made just for you!*

What AQ Advantage would you like to learn more about?

- General Overview of AQ
- Internships
- One Class at a Time
- Research
- Study Away

**Back** **Next**

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AQUINAS COLLEGE

General Overview  
Internships  
One Class at a Time  
Research  
Study Away

# Real-Time Video

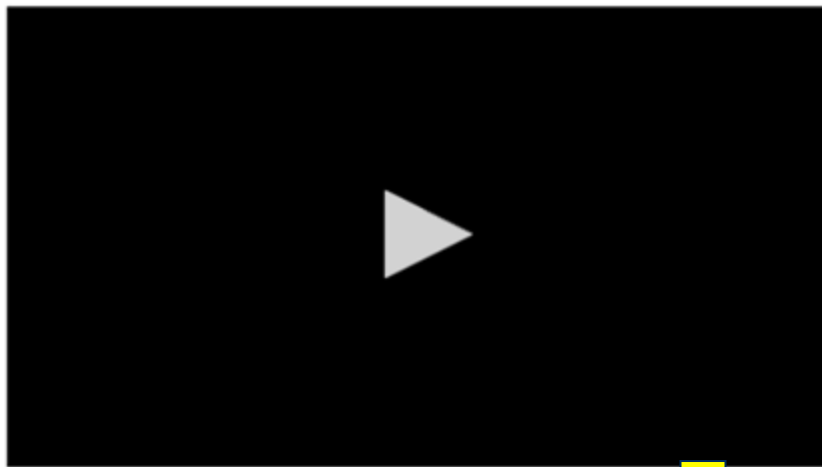


AQUINAS COLLEGE



Thank you, Bob Parr!

Here is a personalized video just for you:





Ready to take the next step? Click any of the buttons below.

Apply

Visit

Academics



Was this video helpful?  

Share this video 

# Share this video!

We'll automatically text this page to whoever you'd like!

Recipient's Name \*

Phone Number \*

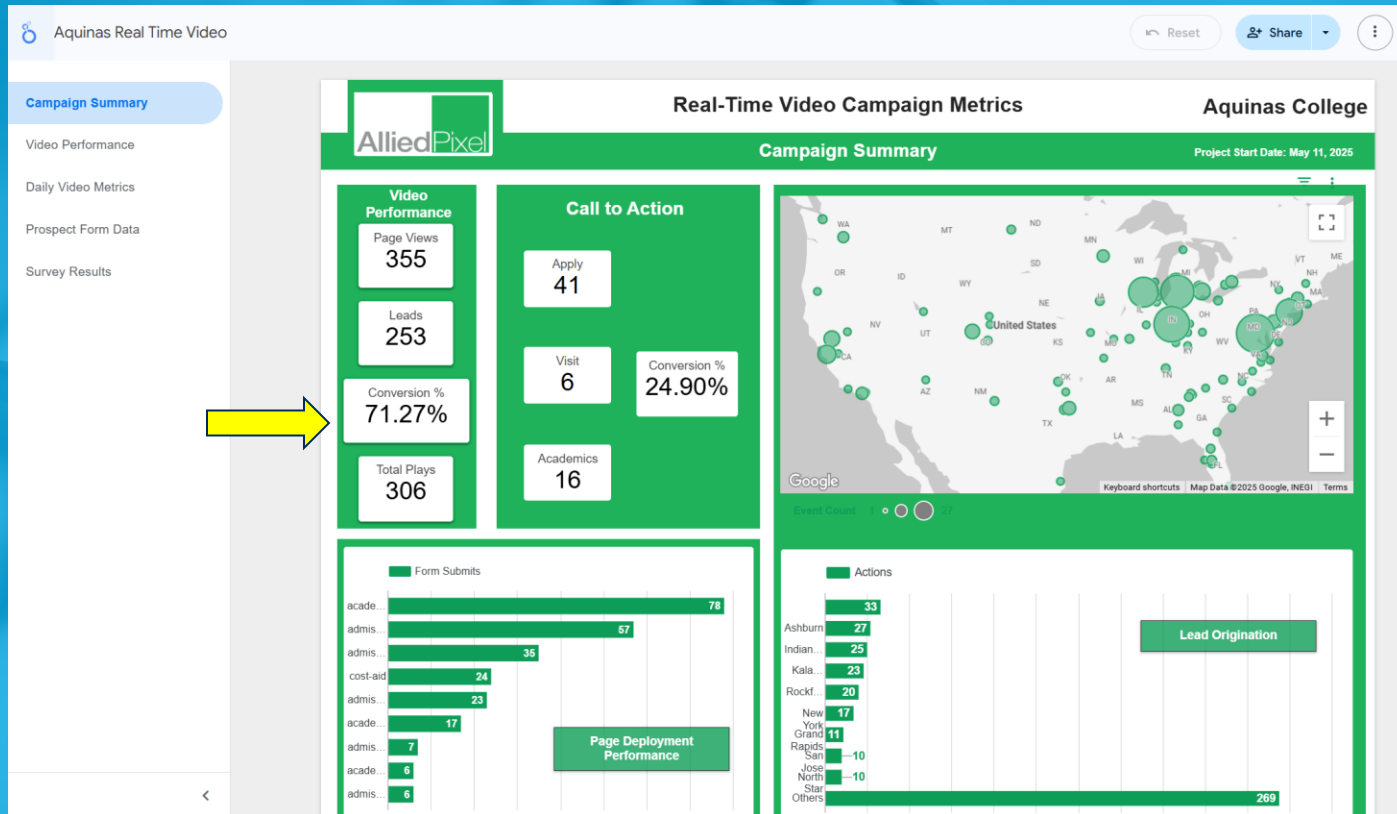
First Name

Last Name

Please enter a valid phone number.

Share

# Real-Time Metrics



# **PERSONALIZED FINANCIAL AID VIDEOS**

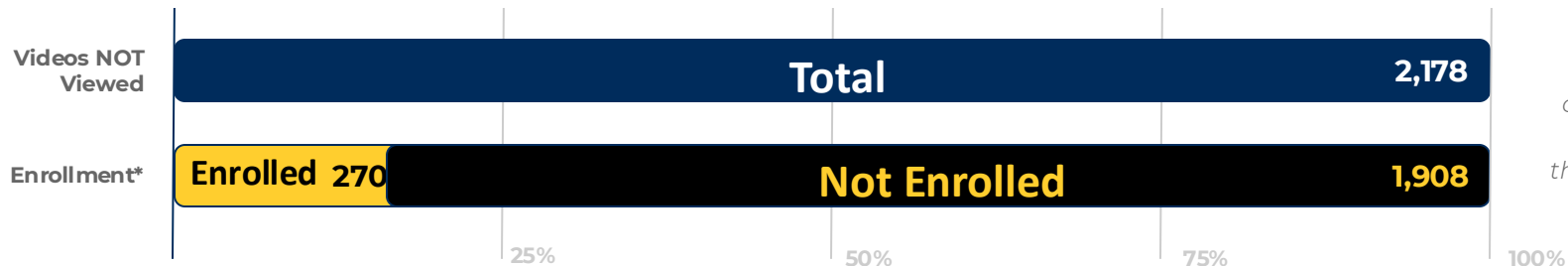
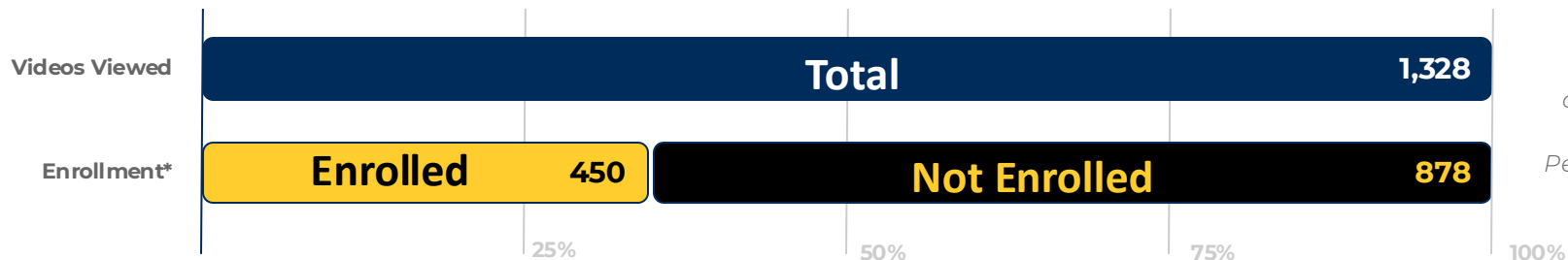
# PERSONALIZED FINANCIAL AID VIDEO (PFAV)





# Pacific Lutheran University

PFAV Viewership & Engagement (2023-2024 Academic Year\*\*)



**Students who viewed their Personalized Video were nearly 2.7X more likely to enroll**





# **PERSONALIZED ON-DEMAND VIDEOS**

# Grad Inquiry Form – Deliver On-Demand

**Subject:** MBA - New Lead

**To:** zgkmqm@mailparser.io

**First Name:** Jonathan

**Last Name:** Ireland

**Email:** jireland@xx.edu

**Program:** MBA Online

## Request more information.

Please complete the short inquiry form below so that we can learn more about you and customize our future communication to your personal goals and interests. connecting with you!

Items with an \* are required.

First Name*
Preferred Name
Last Name*
Birthdate*
<div>▼</div> <div>▼</div> <div>▼</div>
Email Address*
Master of Business Administration, Online ▼
Entry Term* ▼

# Graduate/Online Inquiry Video

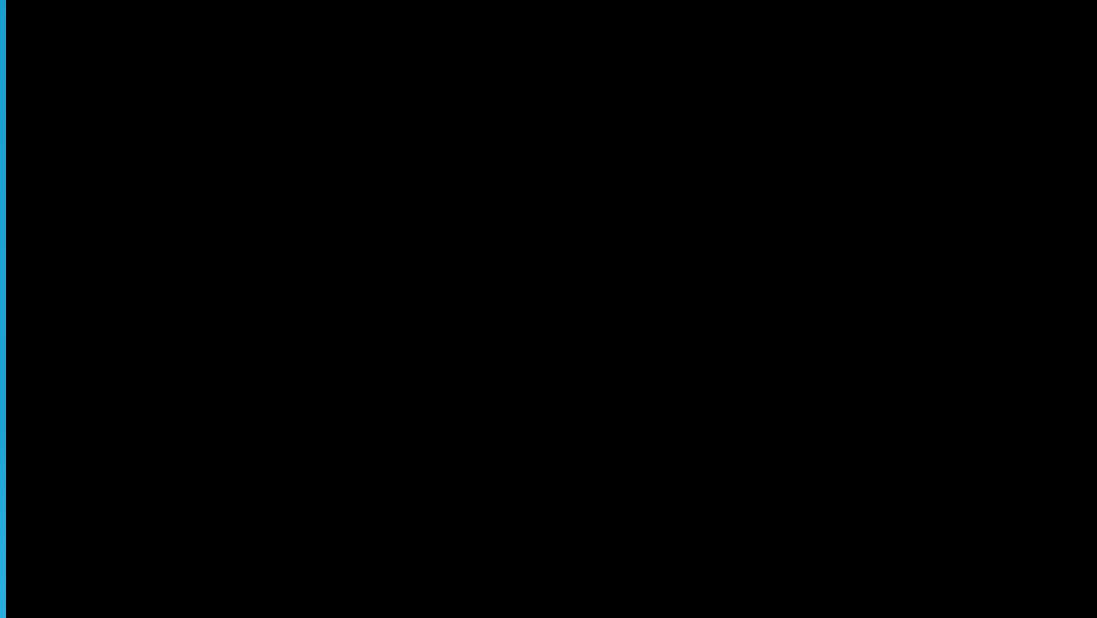


## Personalization & Data Points:

Student  
Name

Academic  
Interest

# **Personalization: On-Camera Spoken Name**



**Note: 8 seconds to make an impression**

# Call to Action



[Apply Today](#)

[Contact Admissions](#)

# Global Metrics

## Personalized Video Engagement Analytics

### Engagement Summary

#### Production

Videos Created

10,172

Unique Videos

5,736

Viewership

56.39%

#### Video Interactions

Plays

8,452

#### Call To Action Clicks

Financial Aid

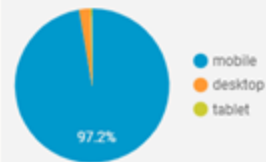
1,359

Next Steps

1,886

Facebook

233



# Student Specific Metrics

Student Interactions						DOW
Last	Plays	Seeks	Deposit	Visit With Us	Financial Aid	Eng
Student 1	32	13	1	0	0	
Student 2	11	4	0	0	0	
Student 3	9	2	0	2	0	
Student 4	6	3	3	1	0	
Student 5	10	1	1	0	0	
Student 6	6	2	1	2	0	

# Flexible Delivery



Email



Text



Student/  
Parent Portal



Real-Time on Website



Batch



On Demand



Increased engagement



Increased affinity for your institution at each stage of the funnel



**Increase in enrollment**

**Students who view their  
Personalized Video are  
up to 5x  
more likely to enroll**

The background of the slide features a blue-tinted image of a graduation cap and a diploma, symbolizing academic achievement and the next steps in education.

**53%**

**of students take  
the next step**

# **WHAT'S NEXT**

- **Conversational**
- **Behavioral**

# How to Bring Clarity to Your Financial Aid Award Offers using Personalized Video



**Amanda Craddock**

*Vice President for Enrollment  
Management, Coastal Carolina University*



**Tom Mikowski**

*VP of Business Development and  
Higher Education Partnerships  
Allied Pixel*



**Derek Flynn**

*Senior Vice President  
Financial Aid Services  
RNL*

**Wednesday 3:30-4:30**

**Q&A**

