

Real-Time Personalized Video - Utilizing AI to Deliver Videos Instantly to Students on Your Website



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 rnl national conference

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

2025 RNL E-Expectations Survey

What are the top 3 things about a college website that you find most frustrating?

FRUSTRATION	ALL STUDENTS	9TH GRADE	10TH GRADE	11TH GRADE	12TH GRADE
Hard to find information about specific majors/programs	26%	28%	18%	29%	25%
Confusing directions related to the admissions process	21%	19%	15%	22%	22%
Lack of information about job opportunities related to each major	20%	19%	17%	20%	20%
Lack of information about admission statistics - how many students like me were admitted to particular majors, etc.	18%	16%	20%	19%	18%
Hard-to-use navigation or hard-to-use links	17%	22%	18%	17%	16%
Lack of personalized content aimed at my interests	17%	14%	18%	19%	15%
No website search tool to search for more specific information	17%	24%	12%	20%	15%
Online forms that request too much information	17%	16%	19%	17%	17%
Hard to find contact information (email addresses, phone numbers)	15%	15%	11%	17%	14%
Hard to read website pages	15%	17%	15%	16%	14%
Lack of information about salary (major/program specific)	15%	19%	15%	15%	14%
Lack of videos or photos showcasing campus life	15%	22%	12%	16%	15%
The website is not mobile-friendly	15%	14%	15%	16%	15%
Lack of information about outcomes of recent graduates	13%	12%	17%	14%	11%
Lack of visual appeal of the website	13%	16%	14%	15%	11%
No virtual tours	12%	13%	10%	13%	12%
Lack of (or hard to find) chatbot or digital assistant	9%	9%	11%	9%	8%

2025 RNL E-Expectations Survey

How do you feel about personalization in communications or web experiences about a college or university?

	ALL STUDENTS	9TH GRADE	10TH GRADE	11TH GRADE	12TH GRADE
I like using websites that allow me to filter and personalize content to meet my interests	45%	40%	46%	44%	45%
I expect websites to personalize content for me based on my interests and behavior	16%	19%	16%	16%	16%
I don't care whether or not a website is personalized	18%	13%	17%	19%	19%
I haven't experienced anything like this	13%	23%	13%	12%	12%
I don't like it when I receive personalized communications from colleges	8%	5%	8%	9%	8%

61% want personalized content; 13% have no experience

Why Data-driven Personalized Video

Almost half of inquiries indicate that a slow response indicates that they are not important to you.

Your digital front door.

HALDA



Google &
Facebook Ads



Organic
Search



Traditional
Marketing



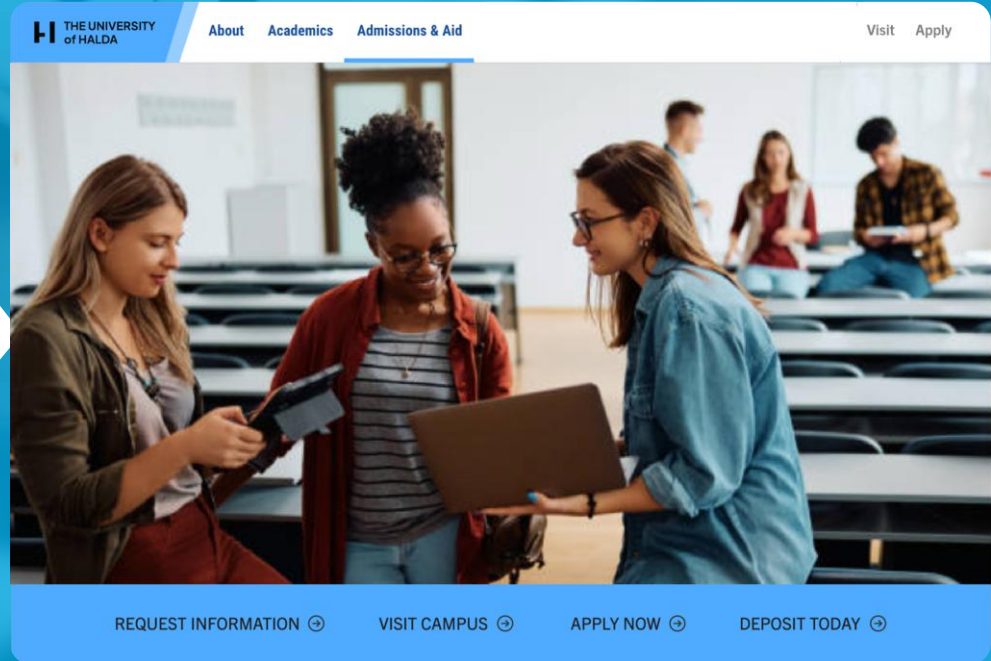
Social



Word of
Mouth



Direct Mail



HALDA

Our Philosophy:

Relationship-First
Recruitment™

Powered by S.H.I.F.T.S.



S

Survey



H

Help



I

Individualize



F

Face



T

Trigger




S


Speed


Personalizing Using AI In Real-Time


Undergrad Allied Pixel Video | Variant A (Allied Pixel)


PreviewSave AsUpdate A/B Test


 We ...Name


 Las...Name


 Add Question


 Question Group


 We ...ress


 Pho...nal)


 Add Question


 Add Question

 Hidden Static Answers



 Add Hidden Static Answer


 Response Page

 Integrate

 Publishing

PREVIEW

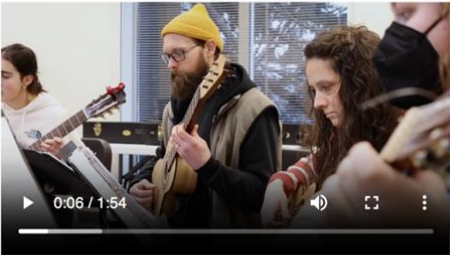




PACIFIC LUTHERAN UNIVERSITY



Thank you, {First Name}!

Here is a personalized video just for you:



Ready to take the next step? Click the button below.

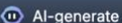
Was this video helpful? Use the thumbs up at the

Was this response helpful?  

Equations use the visitor's responses to dynamically generate a value or a statement. Use the Questions and Answer key to indicate which question responses you want to use in your equation. See the Functions key for supported functions and syntax.

Describe your equation:

If their GPA is between 3.0 and 4.0 then...



Equation: Full Screen

```
IF(AND(Q4=Q4A, Q5=Q5A, Q6=Q6A), "<div style='position: relative; width: 100%; height: 0; padding-bottom: 56.25%;'><iframe style='position: absolute; top: 0; left: 0; width: 100%; height: 100%;' src=' https://ap-pv-production.s3.amazonaws.com/haldaplu/wa-bus-athl-inquiry.mp4 'title='Allied Pixel' frameborder='0' allow='accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture' allowfullscreen></iframe></div>", IF(AND(Q4=Q4A, Q5=Q5A, Q6=Q6B), "<div style='position: relative; width: 100%; height: 0; padding-bottom: 56.25%;'><iframe style='position: absolute; top: 0; left: 0; width: 100%; height: 100%;' src=' https://ap-pv-production.s3.amazonaws.com/haldaplu/wa-bus-arts-inquiry.mp4 'title='Allied Pixel'
```

Personalizing Using AI In Real-Time

SCHOLARSHIPS

First-Year > Affordability at PLU

Apply

Financial Aid

Academics

Campus Life

Career & Internship Services

Visit

Create a Viewbook

Info

Admitted Students

Parents & Family

Español

First Year Scholarships

Each year, we award more than \$63 million in PLU-funded scholarships and grants. Our scholarships recognize academic achievement, talent, leadership, and service, as well as your potential to continue all of those things as a Lutheran.

Take a look below to see the scholarships for which you could be eligible and should apply for!

— PLU Academic Scholarships - \$8,000-\$32,000

Eligibility: All first-year applicants are considered for PLU Academic Scholarships.

Amount: \$8,000-\$32,000 per year, renewable for an additional three years of undergraduate study.

Number: Scholarships will be awarded on the basis of academic merit, primarily high school GPA.

Awarding: Students are notified of the range of academic scholarship they can expect upon admission to the university. Scholarship amounts along with other aid sources will be included in a Financial Aid Offer.

Application: Students must complete the PLU application. No other application is required.

Welcome Back!

Save time & personalize
your application process

Discover Why PLU is
Right For You! ✓

Learn More About Our
Financial Aid! >

Learn More About Our
MSMA Program >

Visit Us

PIU PACIFIC
LUTHERAN
UNIVERSITY

Discover Why PLU is Right For You!

Thank you, Dallin!

Here is a personalized video
just for you:



Ready to take the next step?
Click the button below.

Was this response helpful? 👍 👎

Switch your profile: HUB - Allied Pixel

Quick Links

About Us

Academics

Meet Your
Admissions Team

Scholarships & Aid

Don't show me this again

along with other aid sources will be included in a Financial Aid Offer.

Application: Students must complete the PLU application. No other application is required.



PLU Case Study

REAL-TIME PERSONALIZED VIDEO HALDA WEB FORM

PLU Case Study: 352 Total Video Iterations

Discover Why PLU is Right For You!
Get a personalized video with content just for you in 30 seconds!

I am a resident of: *

- Washington State
- Oregon
- Hawaii
- Other

Next

powered by HALDA ©

Washington
Oregon
Hawaii
Other

Discover Why PLU is Right For You!
Get a personalized video with content just for you in 30 seconds!

What area of study are you most interested in? *

Q Search

- Business
- College of Liberal Studies
- College of Natural Sciences
- Communication, Media & Design Arts
- Education

Back Next

powered by HALDA ©

Business
College of Liberal Studies
College of Natural Sciences
Communication Media & Design Art
Education
Kinesiology
Nursing
Pre-Health Sciences
Psychology
School of Music Theatre and Dance
Social Work

Discover Why PLU is Right For You!
Get a personalized video with content just for you in 30 seconds!

What else would you like to learn about at PLU? *

Q Search

- Athletics
- Arts
- First Year Experience
- Honors Program
- Just the Numbers

Back Next

powered by HALDA ©

Athletics
Arts
First Year Experience
Honors Program
Just the Numbers
Living on Campus
Squirrels (& other pets)
Study Abroad

REAL-TIME PERSONALIZED VIDEO HALDA WEB FORM

Collect Inquiry Information

**Discover Why PLU
is Right For You!**

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

PLU | PACIFIC
LUTHERAN
UNIVERSITY

✕

We recognize the confidential nature of your information. Please note, we will not be sharing your information with anyone except our admissions team.

First Name *

Last Name *

powered by HALDA ©

**Discover Why PLU
is Right For You!**

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

PLU | PACIFIC
LUTHERAN
UNIVERSITY

✕


We are looking forward to connecting with you soon!

Email Address

Phone Number (Optional)


powered by HALDA ©

PLU Landing Page





Thank you, **Tom!**

Here is a personalized video just for you:



Ready to take the next step? Click the button below.

Was this video helpful? Use the thumbs up at the bottom of this screen to let us know!

Was this response helpful?  

PLU Video 1



Segments:

State Location (Oregon)

Academic Interest (Business)

Learn More About (Squirrels (& Other Pets))

PLU Video 2



Segments:

State Location (Washington)

Academic Interest (Communication, Media & Design Arts)

Learn More About (Study Away)

What Students Say

PLU Pilot



9/14/2024

"Super Amazing"

- Wilson

[Undergrad Allied Pixel Video](#)



8/1/2024

"It was personalized and really hit all the spots I needed to know about PLU!"

- Ashlee

[Undergrad Allied Pixel Video](#)



10/25/2024

"the personalization "

- Catherine

[Undergrad Allied Pixel Video](#)



8/8/2024

"This video got me more interested in the school."

- Alena

[Undergrad Allied Pixel Video](#)



4/20/2025

"I loved how everything was so well explained and it's something I definitely want!!"

- Cynthia

[Undergrad Allied Pixel Video](#)



8/24/2024

"Its so creative "

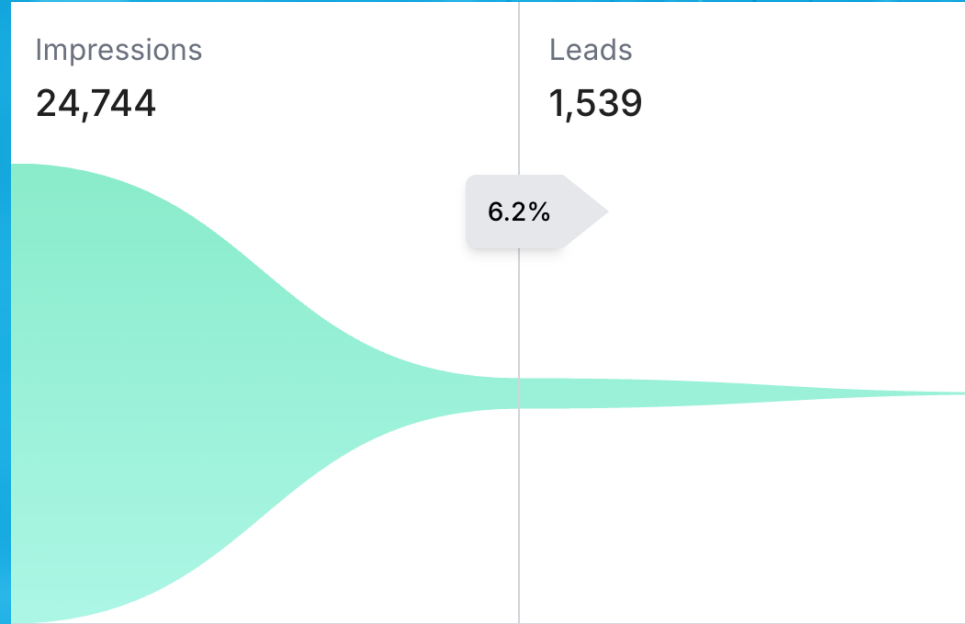
- Muhammadimron

[Undergrad Allied Pixel Video](#)

PLU Analytics

More than 3x Lift

PLU Analytics



Average - 1.8% Conversion

PLU Analytics

Date Range: June 1, 2024 - July 18, 2025

Performance Analytics

AI Form Metrics

Total Visits

24,744

Total Leads

1,312

Partial Leads

2,519

Secondary Actions

134

Secondary Rate

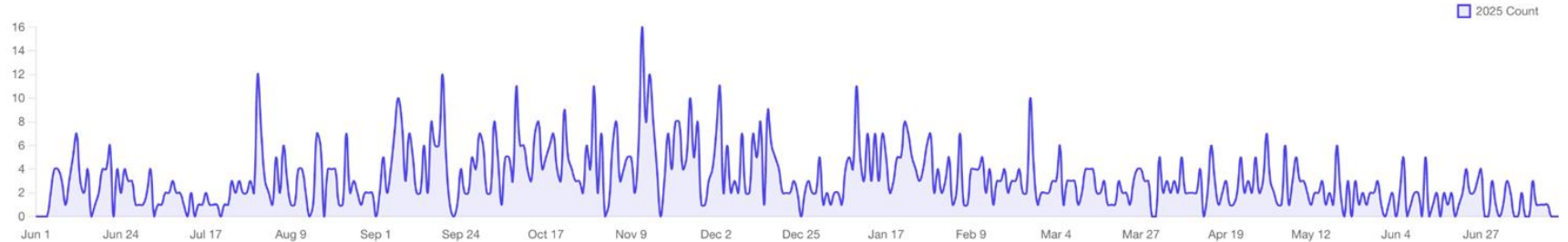
10.2%

Count Conversion Rate

Daily Weekly Monthly

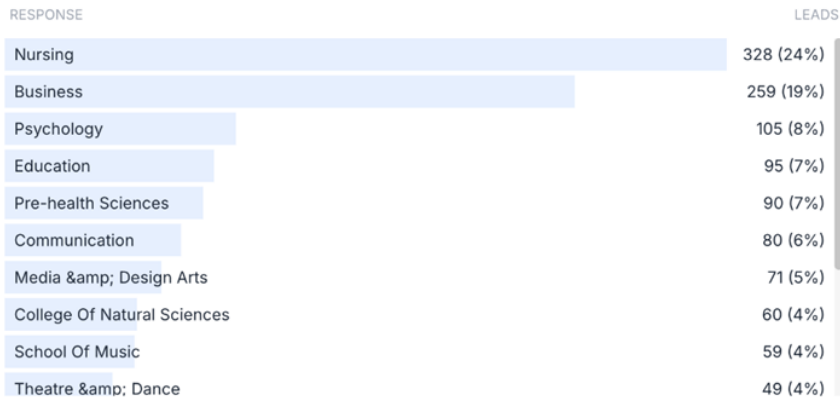
Lead Count Over Time

1,312



PLU Analytics

What area of study are you most interested in?



What area of study are you most interested in?



Theatre & Dance 49 (4%)
School Of Music 59 (4%)
College Of Natural Sciences 60 (4%)

Biology 9 (3%)
Engineering Dual-degree 9 (3%)
6-12 (secondary) 9 (3%)

The Concept: Let Data Drive the Content

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

Personalized Video



Use Data To Create Content That Showcases Fit

Academic Interest	Activities Interest	Alumni Success	Athlete/ Non-Athlete	Institution Data Point	Biggest Concern
Campus Location	Internships	Student Location (In-State/ Out of State)	Domestic/ International	Program Type	Dual Enrolled/ Not Dual Enrolled

*Examples of data fields collected that can be used to drive content of video

Why Data-driven Personalized Video

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



96%

Information specific to
academic interests

77%

Share information on
background

54%

Majority want use of
name in videos

STUDENT EXPECTATIONS

81% of students
say personalized video can
positively influence their
decision to apply to a school



STUDENT CONVERSIONS

86% of undecided students
enroll at the college that first provides
personalized information and
personalized responses to questions.

What is the lift for Colleges that want to create Personalized Video

COLLEGE PROVIDES

- ✓ Creative assets and branding guide
- ✓ Complete intake form
- ✓ Active feedback in script development process
- ✓ Active feedback on video creation

Delivery



Email



Text



Student/
Parent Portal



Batch



On Demand



Real-Time

Increased engagement



Increased affinity for your institution



Increase in conversion

Real-Time Personalized Video - Utilizing AI to Deliver Videos Instantly to Students on Your Website



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