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

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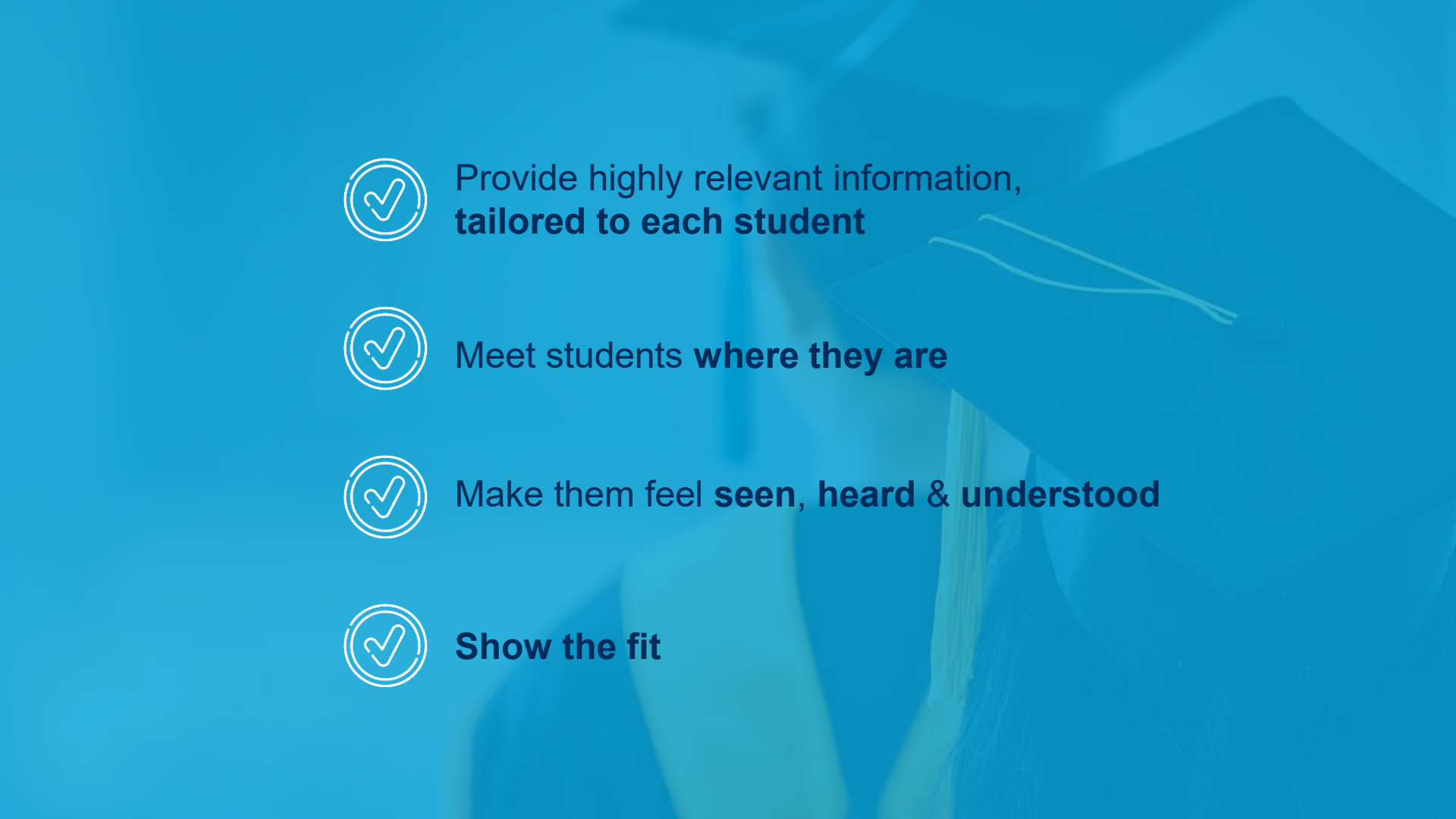
Data-driven Personalized Video For Enrollment

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

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.

*2023 RNL Survey Report

Your digital **front door.**

HALDA

Google & Facebook Ads

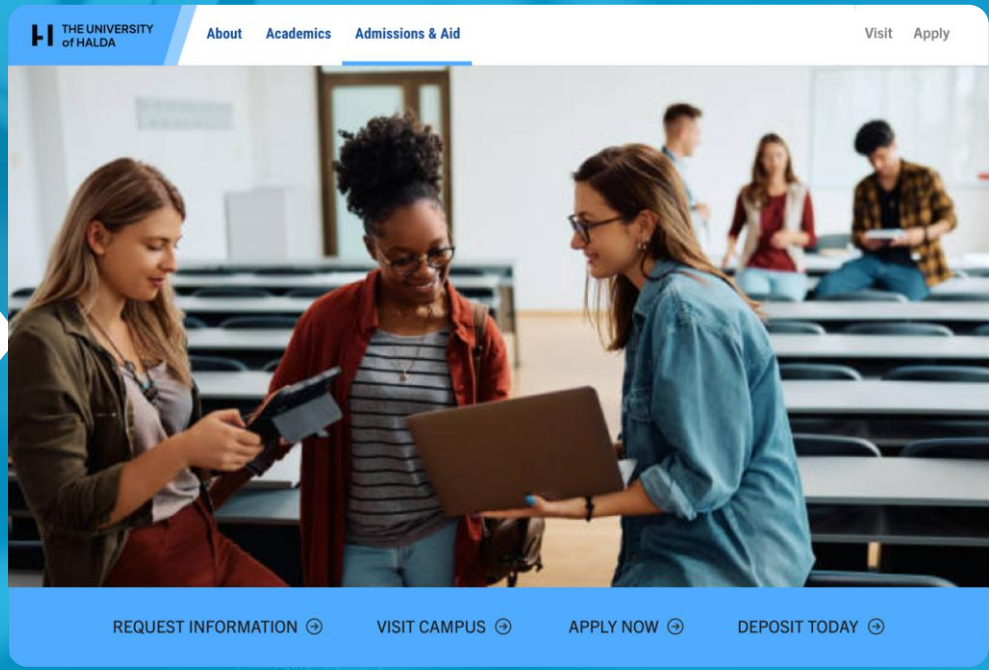
Organic Search

Traditional Marketing

Social

Word of Mouth

Direct Mail

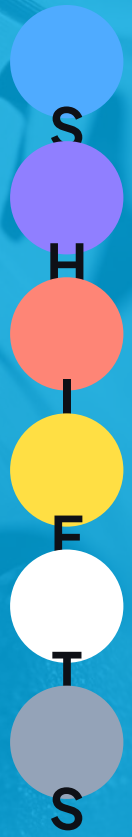


HALDA

Our Philosophy:

Relationship-First Recruitment™

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



Survey

Help

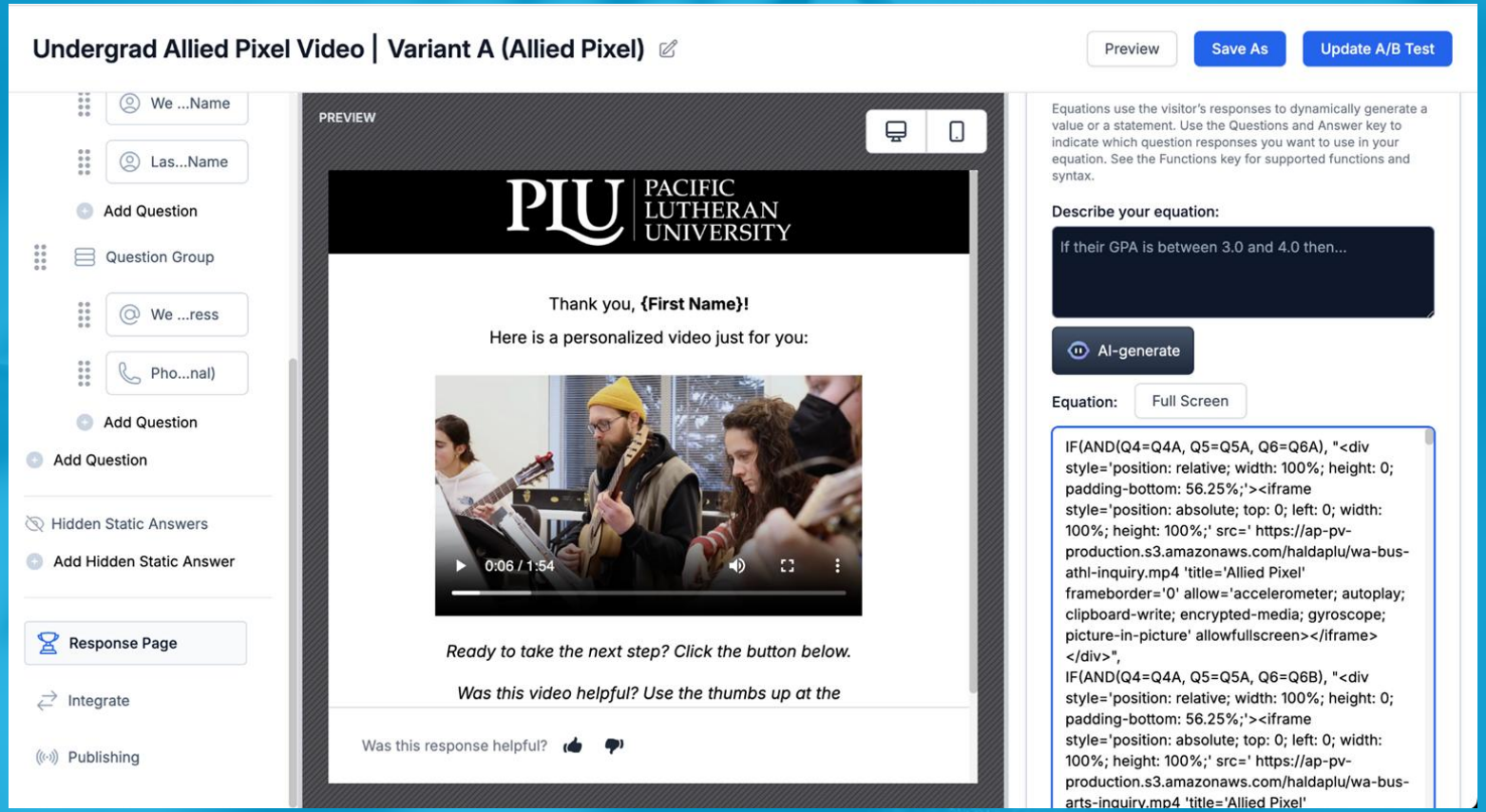
Individualize

Face

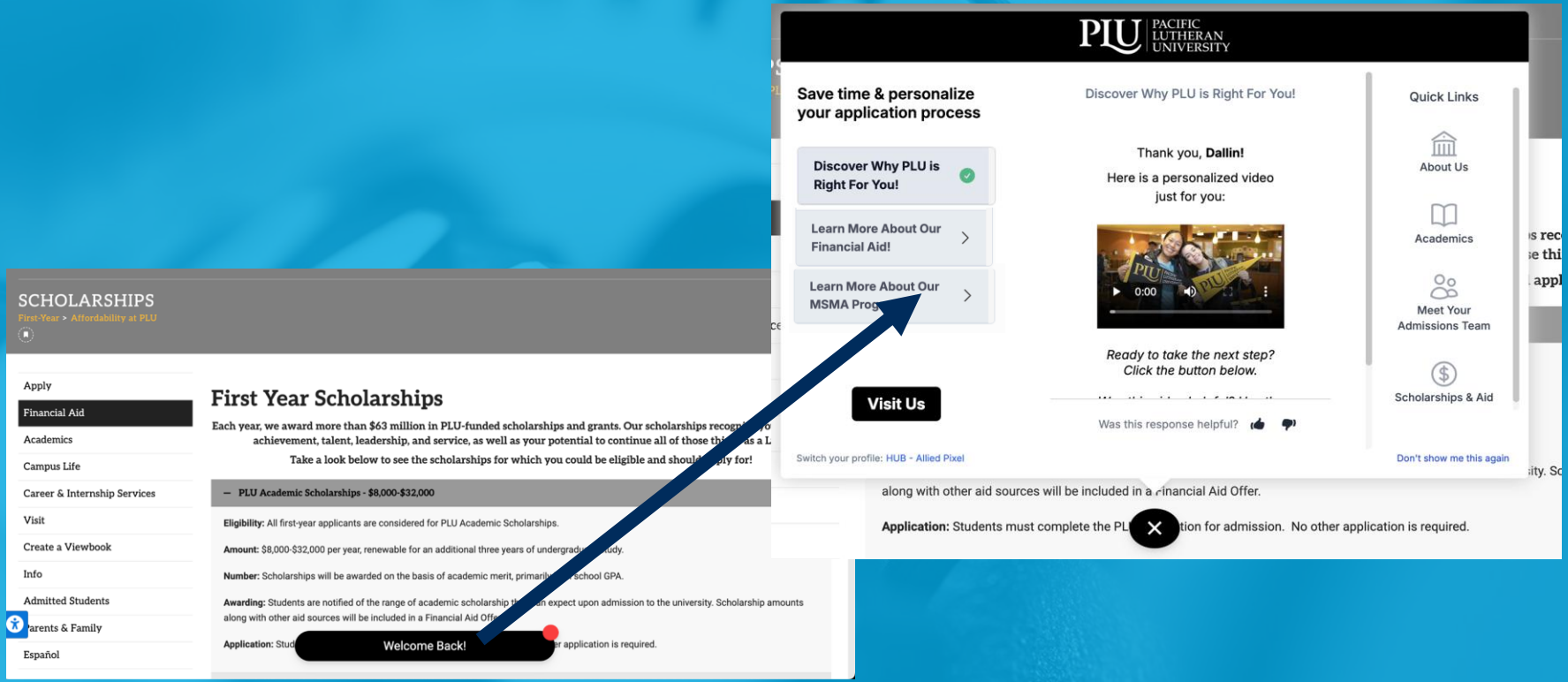
Trigger

Speed

Personalizing Using AI In Real-Time



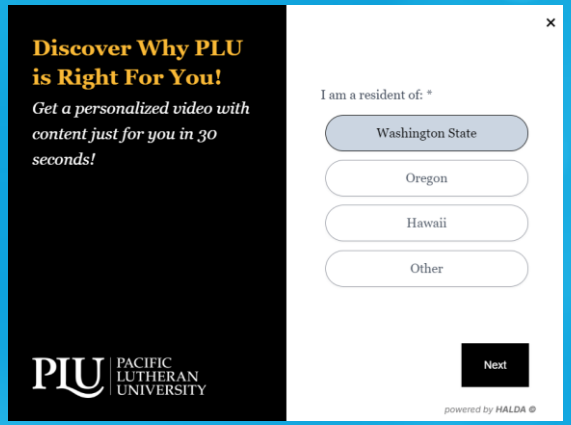
Personalizing Using AI In Real-Time



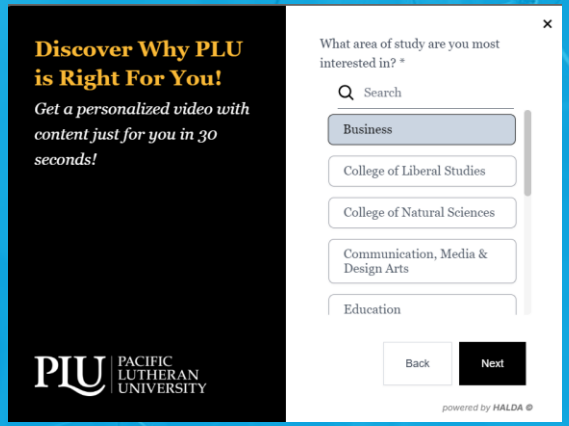
PLU Case Study

REAL-TIME PERSONALIZED VIDEO HALDA WEB FORM

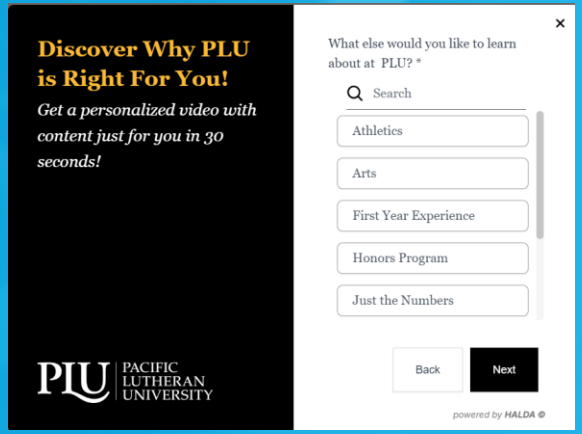
PLU Case Study: 352 Total Video Iterations



Washington
Oregon
Hawaii
Other



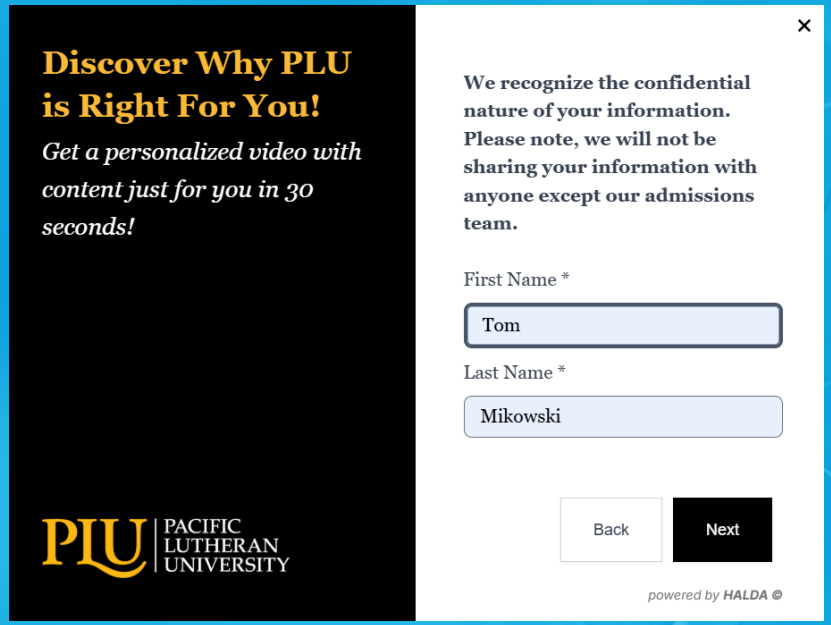
Business
College of Liberal Studies
College of Natural Sciences
Communication Media & Design Art
Education
Kinesiology
Nursing
Pre-Health Sciences
Psychology
School of Music Theatre and Dance
Social Work

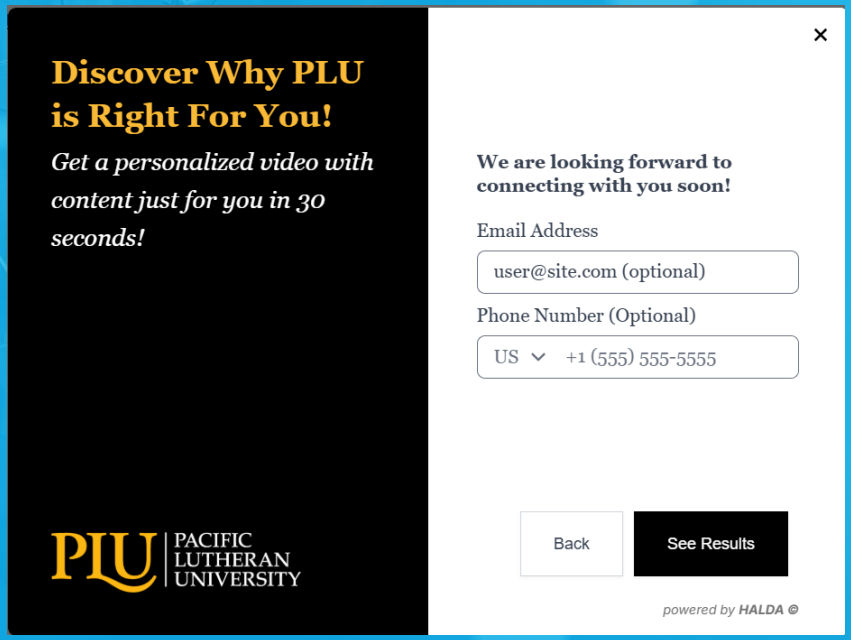


Athletics
Arts
First Year Experience
Honors Program
Just the Numbers
Living on Campus
Squirrels (& other pets)
Study Abroad

REAL-TIME PERSONALIZED VIDEO HALDA WEB FORM

Collect Inquiry Information





PLU Landing Page

PLU | PACIFIC LUTHERAN UNIVERSITY

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

Helpful 9/14/2024

"Super Amazing"

- Wilson Undergrad Allied Pixel Video

Helpful 8/1/2024

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

- Ashlee Undergrad Allied Pixel Video

Helpful 10/25/2024

"the personalization "

- Catherine Undergrad Allied Pixel Video

Helpful 8/8/2024

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

- Alena Undergrad Allied Pixel Video

Helpful 4/20/2025

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

- Cynthia Undergrad Allied Pixel Video

Helpful 8/24/2024

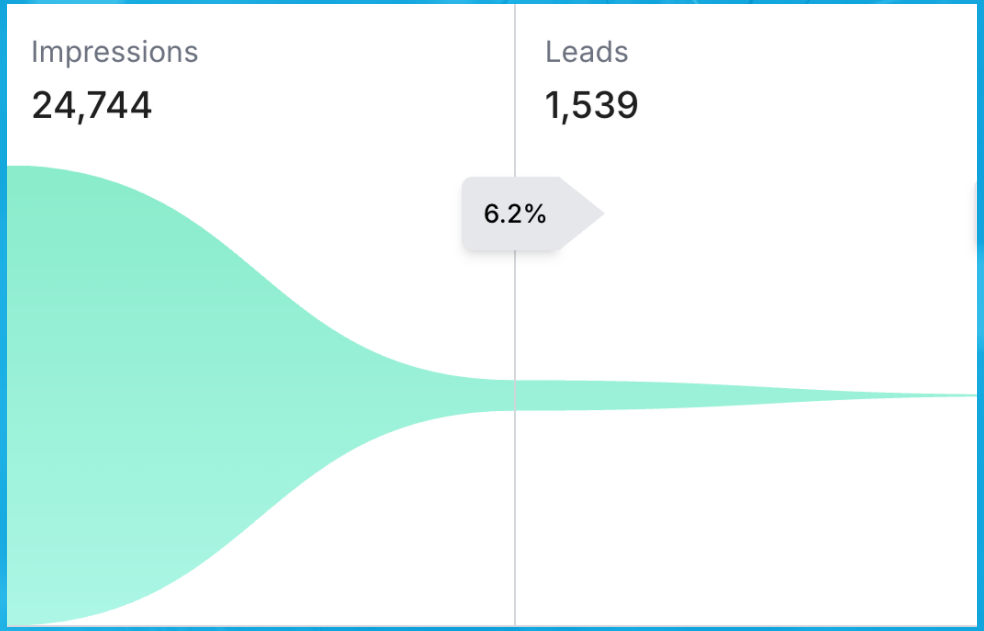
"Its so creative "

- 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

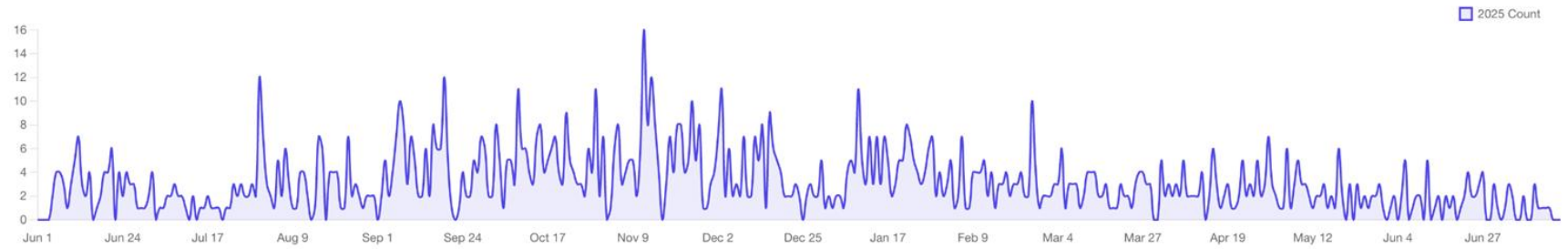
Total Visits	Total Leads	Partial Leads	Secondary Actions	Secondary Rate
24,744	1,312	2,519	134	10.2%

Count | Conversion Rate

Daily | Weekly | Monthly

Lead Count Over Time

1,312



PLU Analytics

What area of study are you most interested in?

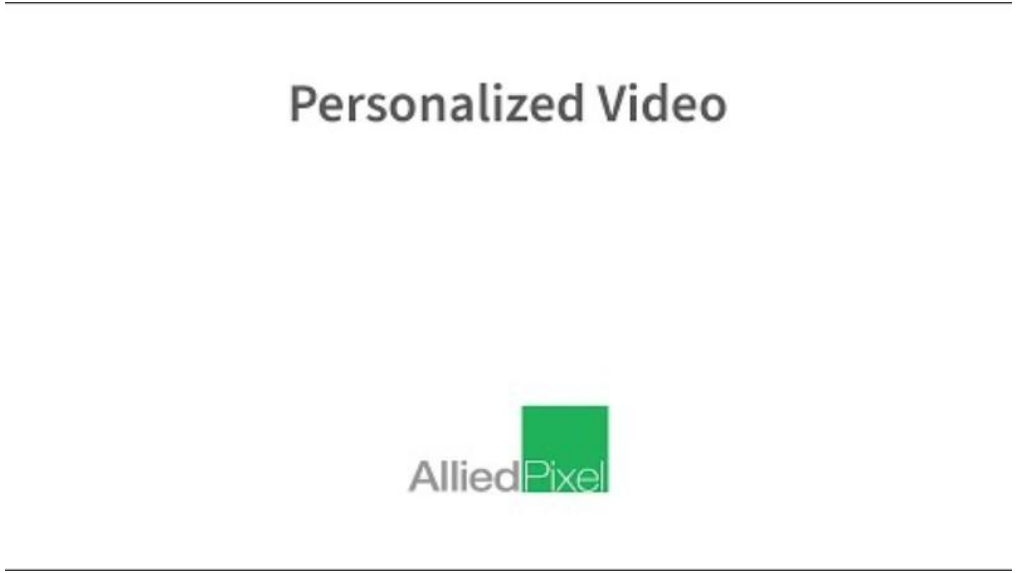
RESPONSE	LEADS
Nursing	328 (24%)
Business	259 (19%)
Psychology	105 (8%)
Education	95 (7%)
Pre-health Sciences	90 (7%)
Communication	80 (6%)
Media & Design Arts	71 (5%)
College Of Natural Sciences	60 (4%)
School Of Music	59 (4%)
Theatre & Dance	49 (4%)

What area of study are you most interested in?

RESPONSE	LEADS
Nursing	88 (25%)
Accounting (business)	28 (8%)
Psychology	21 (6%)
Computer Science	20 (6%)
Business	16 (5%)
Criminal Justice	13 (4%)
Education	17 (5%)
6-12 (secondary)	9 (3%)
Engineering Dual-degree	9 (3%)
Biology	9 (3%)

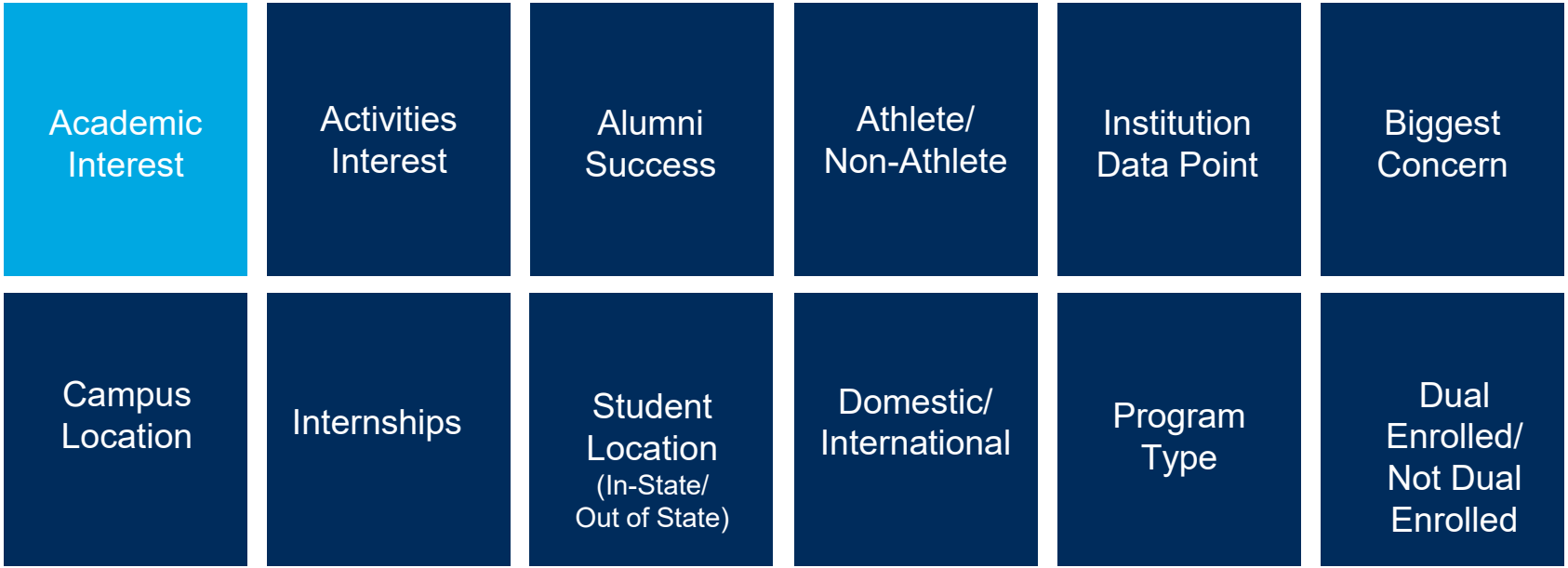
The Concept: Let Data Drive the Content

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



Traditional Data-Driven Personalized Video

Use Data To Create Content That Showcases Fit



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

Why Data-driven Personalized Video

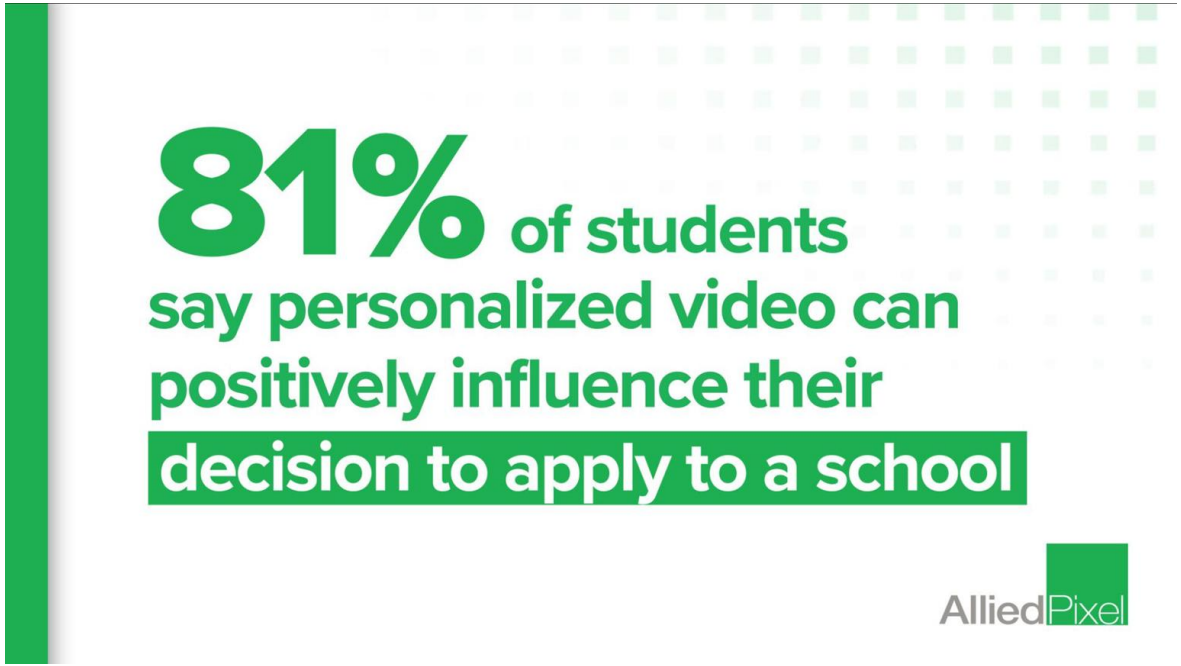
- **Preferred Medium:**
  YouTube, TikTok Generation
- **Personalization Expectations:**
  Amazon, Netflix Generation

96% Information specific to academic interests

77% Share information on background

54% Majority want use of name in videos

STUDENT EXPECTATIONS



2024 RNL/HALDA STUDY

STUDENT CONVERSIONS

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

Source: Hannon Hill Research

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

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