

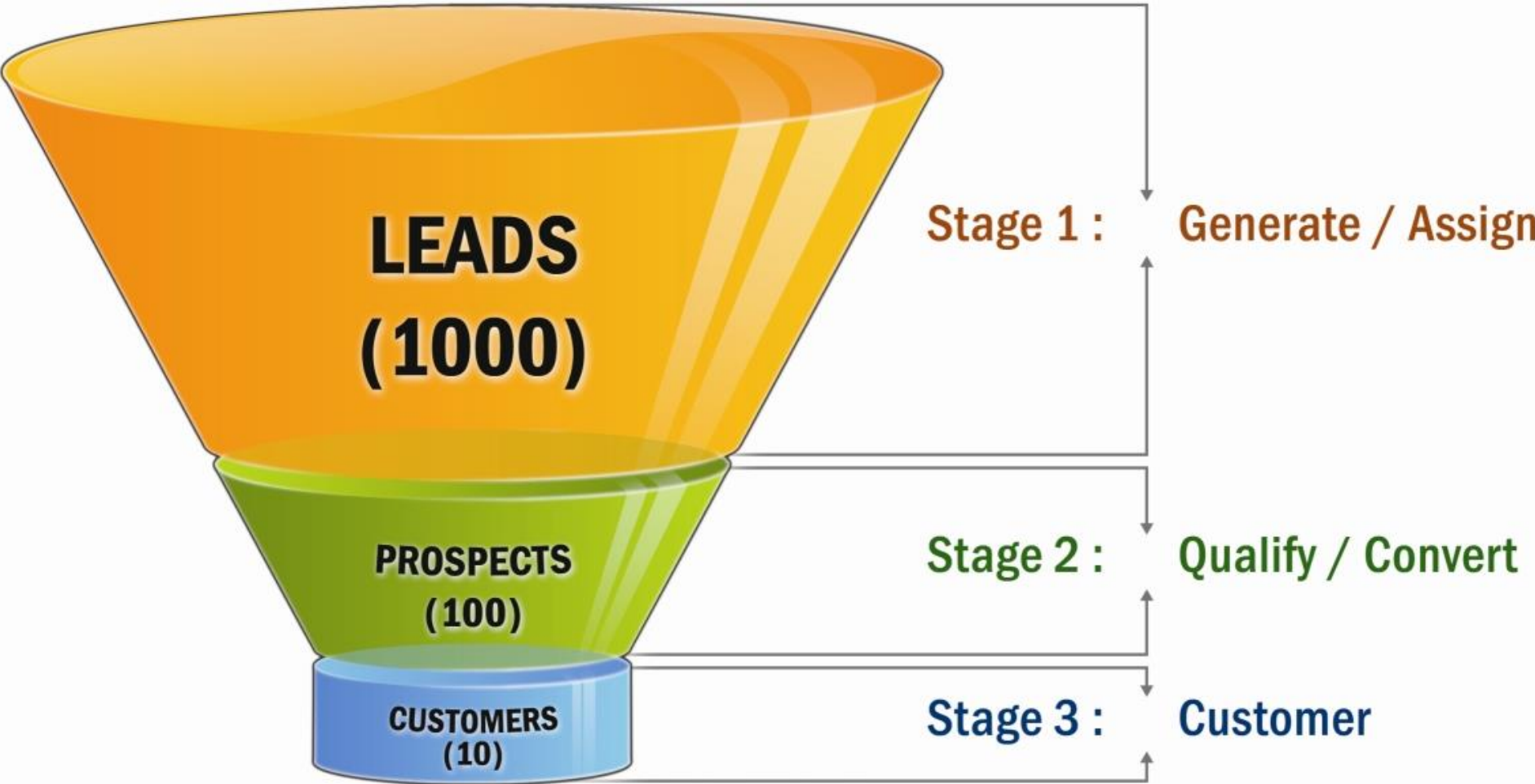
27 contact points

...

Märt Aro
Head of International
DreamApply

Motivation

- Passionate about education!
- Established marketing company to support universities with internationalisation in 2004
- 27 contact points



LEADS
(1000)

Stage 1 : Generate / Assign

PROSPECTS
(100)

Stage 2 : Qualify / Convert

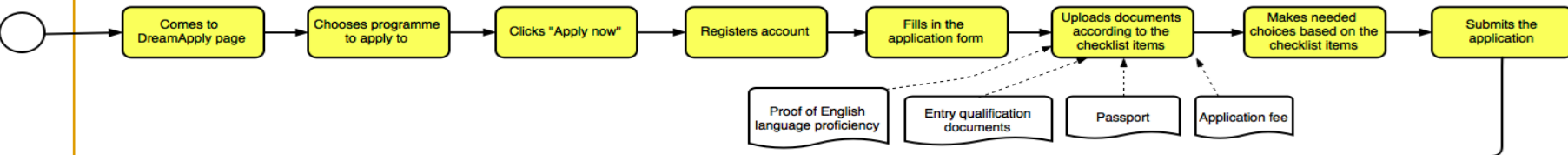
CUSTOMERS
(10)

Stage 3 : Customer

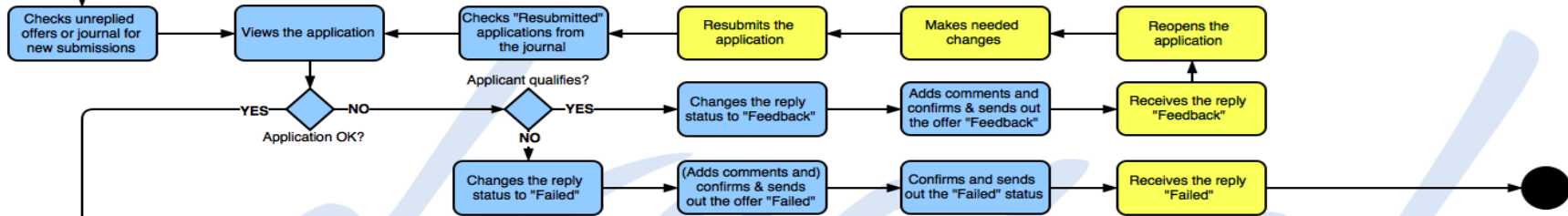
Process stages (typical division of HE sales process)

1. Lead
2. Prospect
3. Applicant
4. Conditionally Accepted
5. Accepted
6. Enrolled
7. Registered

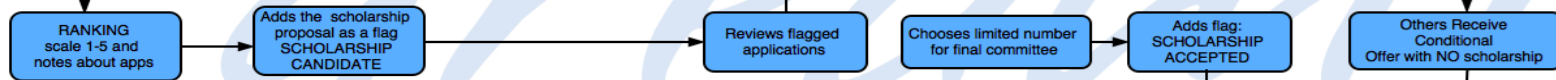
Applicant to submission



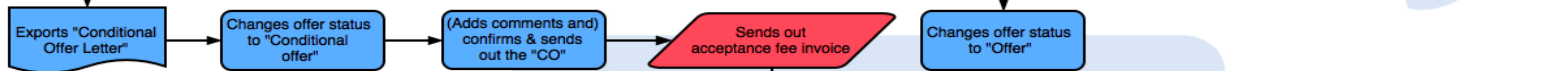
ADMISSIONS: Checking application



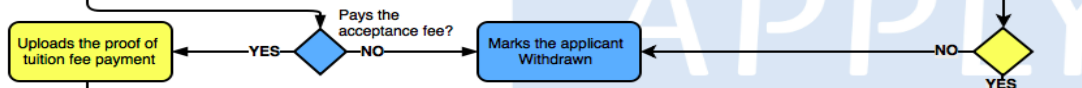
Scholarship decision



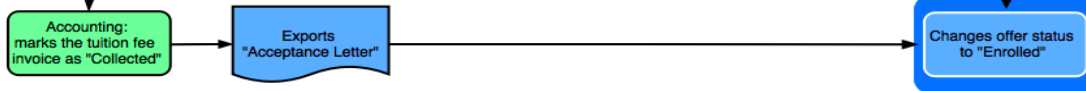
Conditional Offer/Offer



Student confirmation



Acceptance of the applicant



How it looks from university perspective?

ERROR 404: FILE TOO LARGE TO OPEN

How it looks from university perspective?

From applicant perspective ~27 contact points

From admissions officer's perspective ~50 activities per applicant

Why is this important?

Why is this important?

Do we know how many applicants we are losing at each stage of the funnel? And why?

Do we know how many times we may fail to meet the expectations of the lead? (not to lose them)

Do we know how we could improve the situation?

ApplicationsMatrix

Shows a matrix of application statuses and regions with both totals



📅 Commence year 2014 ▾

🌐 All regions ▾

🔄 Reload

📄 Export

Region	Blank	Prepare	Inactive	Completed	Reopened	Submitted	Resubmitted	TOTAL
AE United Arab Emirates	0	0	4	0	0	1	1	6
AF Afghanistan	5	0	21	1	0	14	9	50
AG Antigua and Barbuda	0	0	2	0	0	2	0	4
AL Albania	3	0	17	0	0	3	5	28
AM Armenia	5	0	25	0	0	14	12	56
AO Angola	0	0	2	0	0	0	0	2
AR Argentina	0	0	1	0	0	0	1	2
AT Austria	0	0	1	0	0	1	0	2
AU Australia	1	0	1	0	0	1	2	5
AZ Azerbaijan	15	0	42	1	0	38	6	102
BA Bosnia and Herzegovina	0	0	1	0	0	1	0	2

MSc Astronomy

Click to reply

● Postgraduate, full-time ● English 🏰 Gryffindor



Draco Longbottom Application was completed 11/01/2015 17:22
World



Draco Longbottom Application was edited 11/01/2015 16:50
World

 View Academic year 2016/17



Draco Longbottom Application was edited 11/01/2015 16:34
World

 View Academic year 2016/17



Draco Longbottom Application was edited 11/01/2015 16:34
World

 View Academic year 2016/17



Draco Longbottom Course was added to application 11/01/2015 16:09
World

MSc Astronomy



Draco Longbottom Application was created 11/01/2015 15:44
World

 View Academic year 2016/17



Draco Longbottom Applicant registered 11/01/2015 15:27
World

Marketing tracking

Are we capturing the leads?

Do we know how many leads we are getting from a campaign?

How are the leads converting?



Spring semester 2016 ▾

All intakes ▾

All regions ▾

15 programmes ▾

Reload

Applicant progress

Applicants prepare and submit their applications.



Offers and replies

Your turn to send offers and replies



Applicant decision

Applicant accepts or declines the offer.

Tasks

Back to the applicant

Flags

If you flag an application, you can later find it here

Email to all

Nov 14, 2016	Dominican Republic	Gena Krokodill	gena@lkj.com , +376 87340913
Nov 14, 2016	Andorra	John Smith	John@smith.com , +1 213097342
Oct 3, 2016	World	Katrin Vares	katrownfdj@ondfod.ee , +38288383838
Sep 28, 2016	Estonia	Anna Testowska	anna.keblowska@gmail.co.com
Sep 18, 2016	Italy	Anna Test	anna9@test.com

Email to all

[← back](#)

Trackers

Which tracker codes have been used and by whom?



📅 2015 ▾

🌐 All regions ▾

🔄 Reload

📄 Export

Tracker	Applicants	Accepted	Cond.accepted	Failed	Enrolled	Costs
TRACKER001, Advisor: Harry Potter	15	10	0	8	0	20.00 EUR
TRACKER002, Advisor: Hermione Granger	12	1	4	0	4	50.00 EUR
TRACKER003, Advisor: Ron Weasley	14	11	0	8	0	0.00 EUR
TRACKER004	14	0	7	0	4	0.00 EUR

Data in this table is delayed by up to 5 minutes

Turnaround time

Australia - striving for 24h

UK - striving for 48h

How do we do here?

[← back](#)

TimeSpentPerInstitution

Shows the average time spent from first submission until the first feedback/offer and the average time spent per country in days.



📅 Spring semester 2016/17 ▾

🔄 Reload

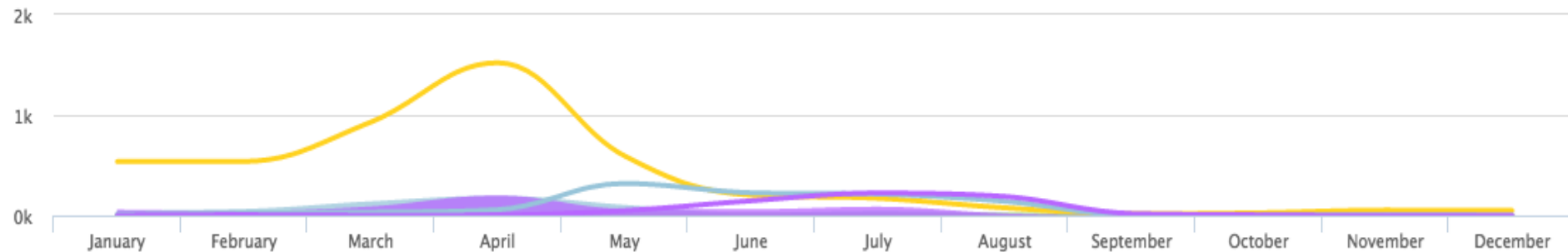
📄 Export

Institution Name	Institution Country	Feedback Time (days)	Offer Time (days)	Feedback to Offer Time (days)
Hogwarts School of Witchcraft and Wizardry	GB	48.0	24.7	1.5
TOTAL	GB	48	24.7	1.5

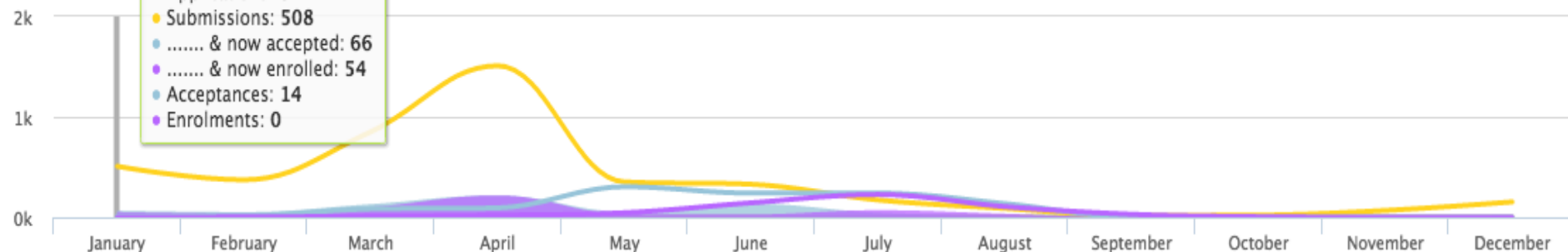
Data in this table is delayed by up to 720 minutes

Workflow

Term: Fall semester 2016/17



Compare: Commence year 2015



January

- Applications: 0
- Submissions: 508
- & now accepted: 66
- & now enrolled: 54
- Acceptances: 14
- Enrolments: 0

Do not hesitate to contact us if you have any questions!

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