



SOLUTIONS



PARTNER



EDUCATION



Improving Student Experience

Western Sydney University engages students through personalized email and SMS campaigns, keeping them engaged throughout their journey

Challenges

- Get smarter and better with data access, utilization, and application with marketing and messaging
- Improve email marketing strategy overall rather than just send more campaigns
- Meet compliance and government regulations related to marketing communications to individuals and privacy concerns.

Key Results



Drove higher website traffic by boosting Clicks in personalized emails by 70%



Improved targeting with informed segments from Adobe Analytics and Adobe Audience Manager, to increase personalization and relevancy



Drove 85% of student enrollment through personalized email campaign.



Achieves compliance with government regulations for communications by ensuring emails & SMS messages were delivered after 7:30AM.

[Watch the Video](#)


Adobe Campaign has transformed how we are engaging with students and how we internally think about student communications.”

Damien Bellew
Digital Program Lead, WSU

