

How the University of Chester reached thousands of prospective students before their competitors, and saved countless hours



Company Profile:
University of Chester

Client Sector:
Education

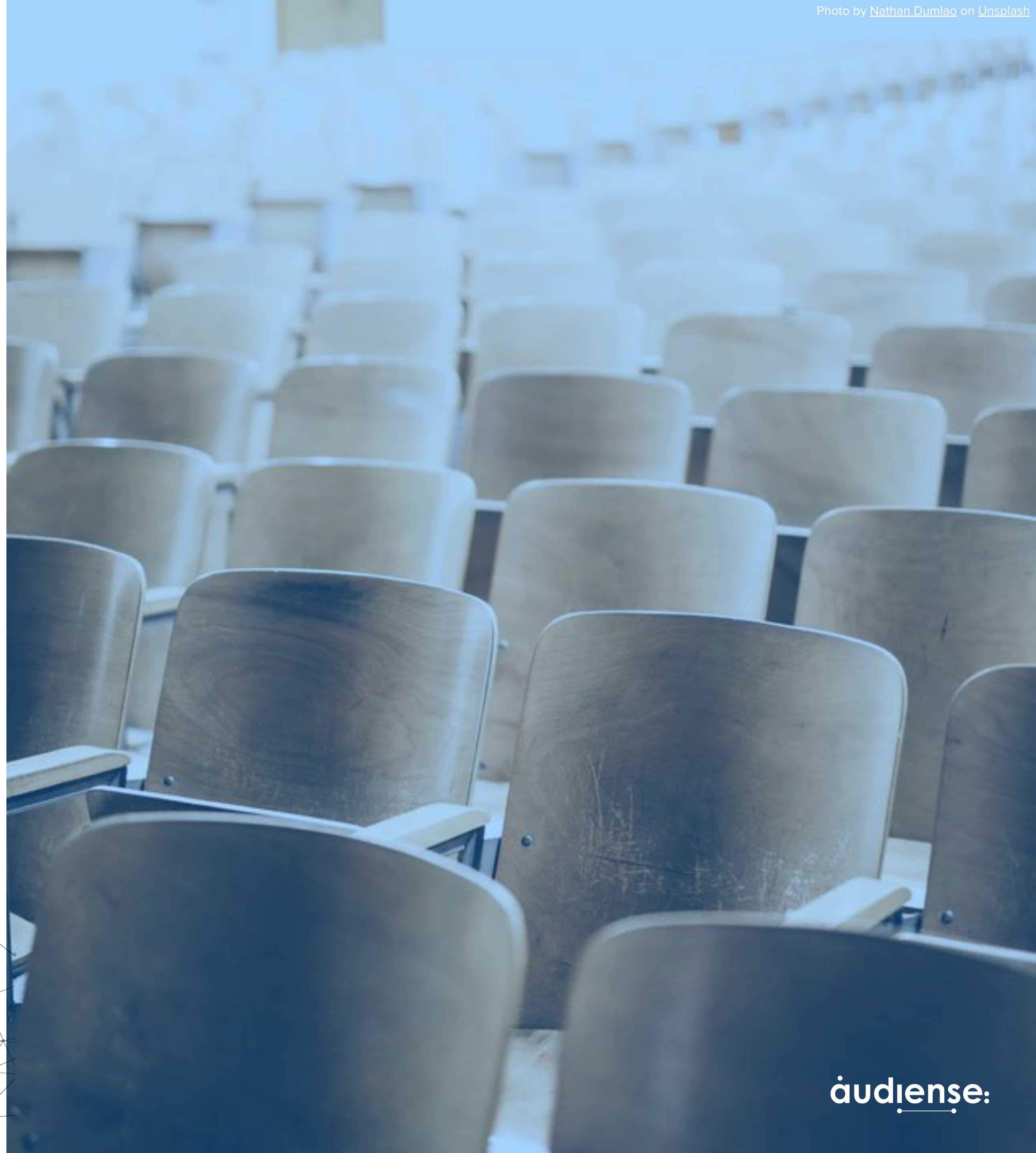
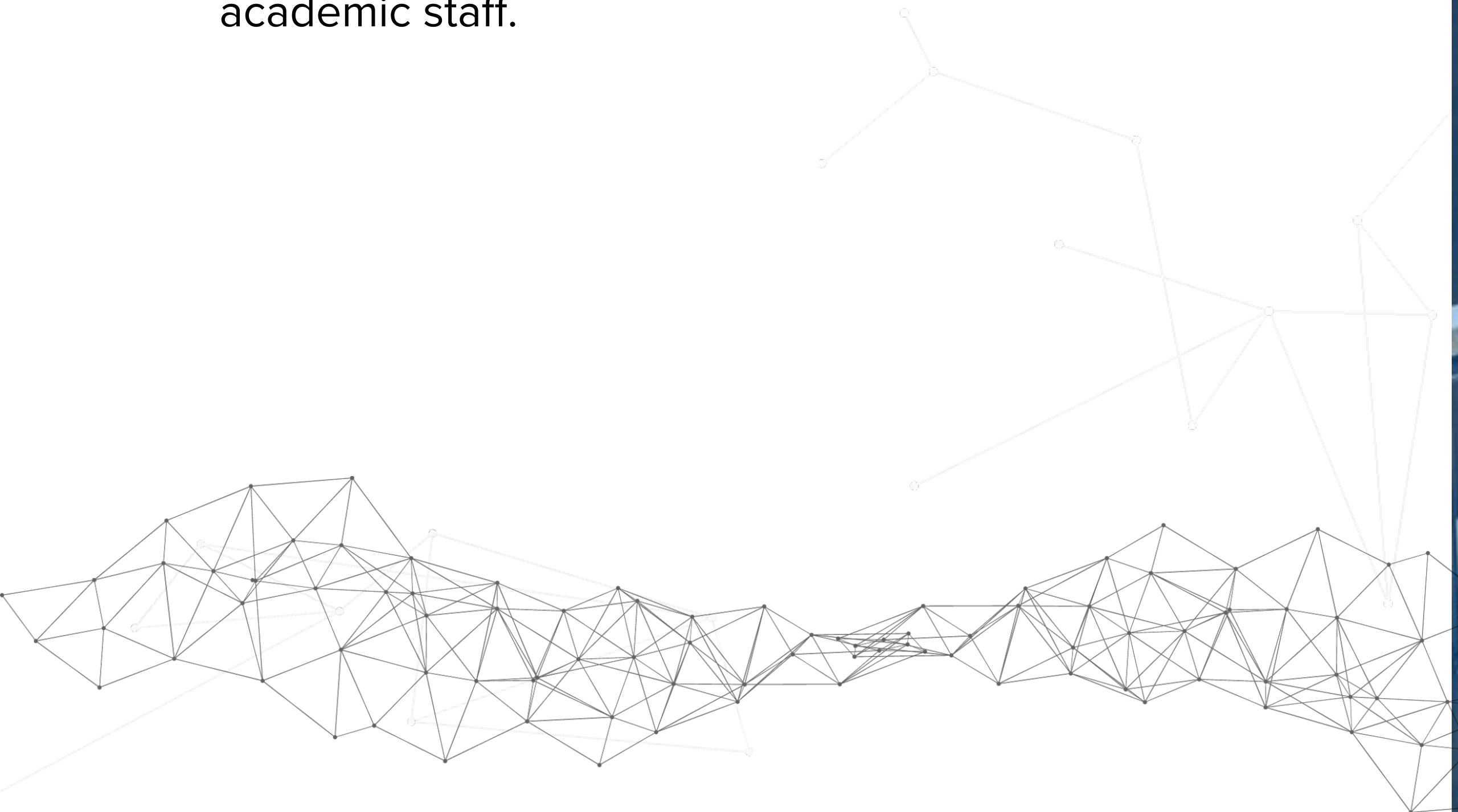
Solutions
Audience Intelligence
Consumer Insights
Twitter Marketing

- **Challenge** - To increase relevance of Twitter Ads to prospective students and drive relevant engagements
- **Solution** - To use the Audiense Solutions to target potential students with greater precision and uncover existing students
- **Results** - Communications efficiency increased as over 2,000 existing students can be reached directly and organically

“Our Twitter Ads campaigns were struggling to perform as well as other channels, so we needed something to improve the accuracy of our targeting. Audiense’s suite of targeting functionality ensured our Twitter campaigns drastically improved, and have allowed us to build better connections with our existing students too.”

Shai Vure - Digital Marketing Manager - University of Chester

The **University of Chester** is a public university located in the historic city of Chester, England. It began life in 1839, and is now home to almost **20,000 students from all over the world** and thousands of academic staff.



Enroll Here

The majority of prospective students apply for university and attend it within a very specific window of their lives. **Competition** among universities to **connect** with this audience is fierce, and reaching them requires a **foundation of accurate targeting**.

The University of Chester found their **Twitter Ads campaigns** were falling behind their other channels in terms of cost-per-acquisition, and they were unable to effectively segment and reach their current students. **They needed to improve the relevance of who they were targeting**, and fast.



How Audiense became the perfect study partner

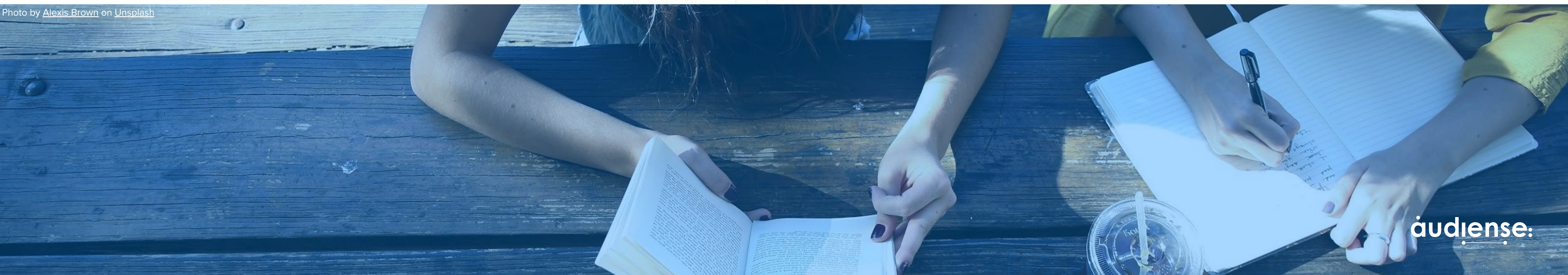
The university used the platform to create lists of over **2000 students and alumni** by specific subjects, enabling a **well-targeted recruitment drive** for student ambassadors and the **sharing of important campus updates**.

Audiense also enabled it to unearth **user-generated content (UGC)** created by students, which greatly enhanced the **subject landing pages** on the university's website.

The audience-building capabilities in the **Audiense platform** far exceed those available on native platforms, with customisable filter options such as **personality, activity and key terms** allowing **pinpoint accuracy on any niche**.

Thousands of previously untargeted, relevant individuals were found and targeted, whilst thousands of other people were identified as being unlikely students, and therefore disregarded. By advertising to a far more relevant set of individuals, the **CPA plummeted**.

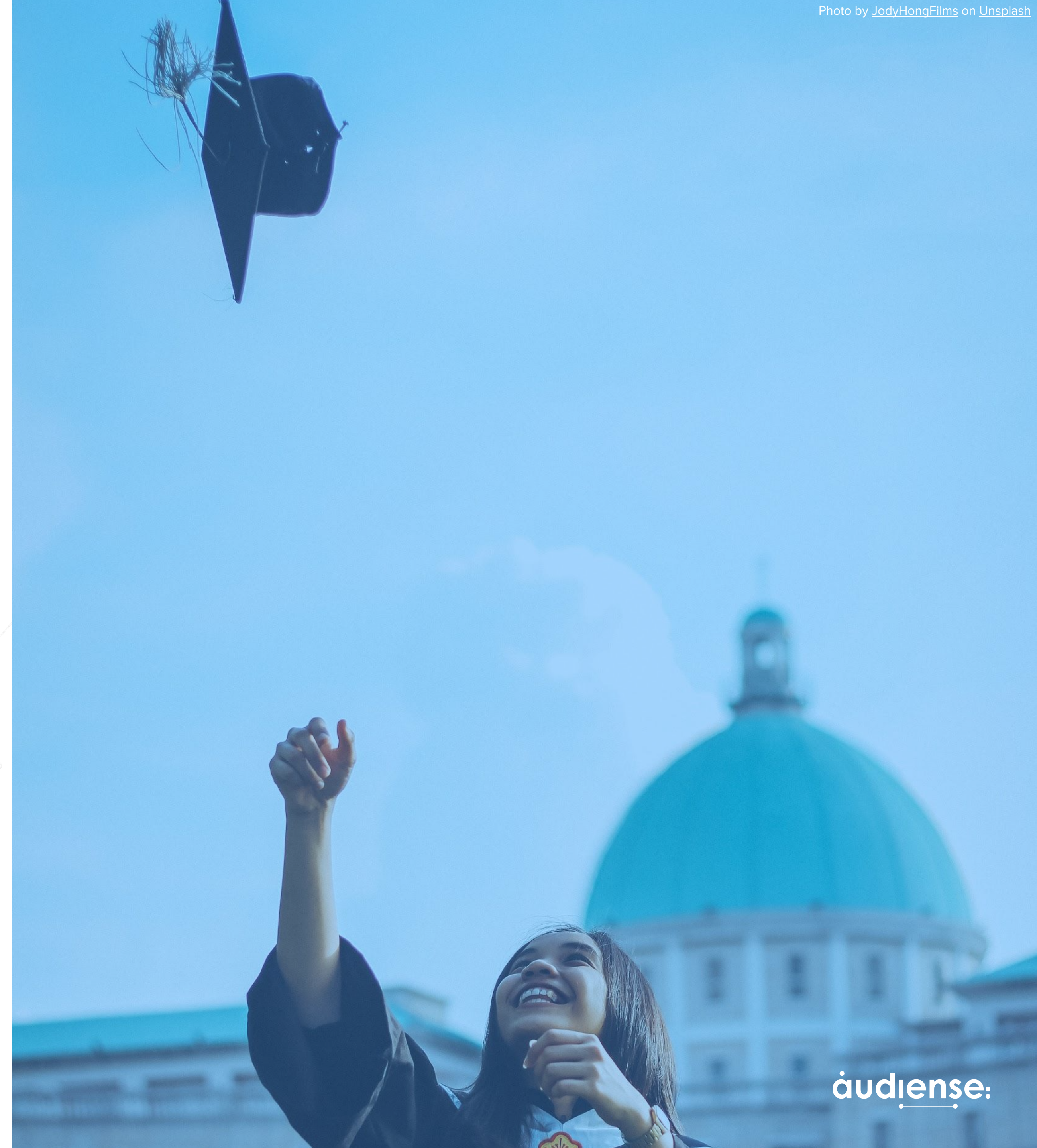
Photo by Alexis Brown on Unsplash



audiense.

What results did they graduate with?

- A list featuring over **2,000 current students** on Twitter to directly and organically reach, saving both time and resources in reaching them via other channels
- **Ramped up accuracy of Twitter Ads** in student recruitment campaigns
- **Increased sign-up rates** on course landing pages, after **discovering students** UGC them using Audiense
- Competitors analysed to track for KPIs, **cutting down reporting time** and **informing strategy**



audience:

Understand and activate the audiences that matter

How we helped the University of Chester reach
thousands of students before competitors



audience: