

eduWeb Summit: Postcard Retargeting Prospective Students Who Don't Submit Lead Forms

GOVIRAL
Marketing



YOU BELONG HERE

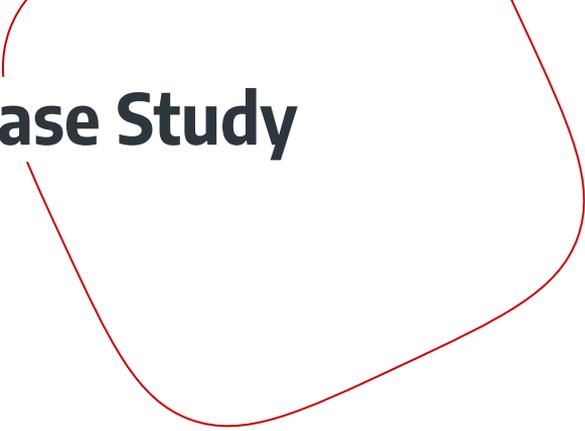
More importantly, we want you here

Postcard Retargeting



We help our partners reach website visitors who **don't submit a lead form** by sending them a postcard within 2-3 days of their visit.

Case Study



Here's a quick look at how Pasadena City College successfully used postcard retargeting.

Case Study



Goal: Increase Black Student enrollment (which sits at under 4%) when they don't know who the 100k+ average monthly unknown visitors that click on their website.

Solution: Use a remarketing campaign that targets those unknown visitors that click on their Black Student Success Center page which serves as the home for Black student life at PCC and ensures Black collegiate success.

Case Study



Monthly average visitors	Response rate
100,000+	61.7%

Note: The average benchmark for response rates in educational institutions is 30%

Some Of Our Partners



ROSEMAN UNIVERSITY
COLLEGE OF DENTAL MEDICINE



CSUN® | TSENG COLLEGE
GRADUATE, INTERNATIONAL
AND MIDCAREER EDUCATION

PMtraining™
Power Your Career



Retargeting with Postcards

Missed Opportunity

Thousands of prospective students visit your website but leave without submitting a lead form making follow-up impossible.



In 2-3 Days

We deliver postcards within 2-3 days of their website visit, keeping you top of mind and encouraging them to take the next step.

The Power

Since postcards are physical they have:

- Higher open rate
- Higher performance
- Higher retention rate

This prevents website visitors from slipping through the cracks.



Higher Open Rate

90% of direct mail is opened,
compared to typical email open
rates around 20-30%

Higher Performance

On a daily basis it is estimated that you will receive:

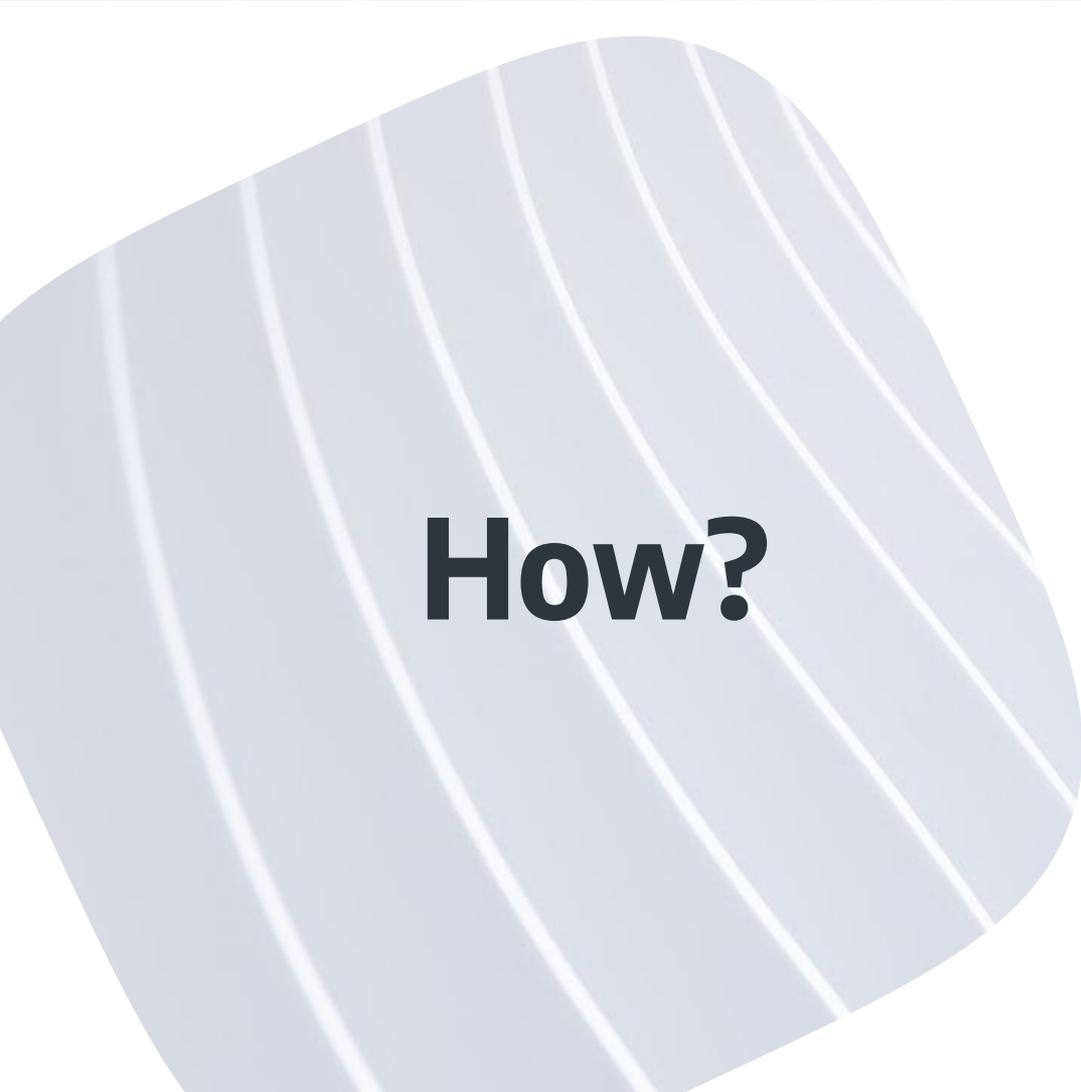
Digital
5,000+

Email
100+

Postal Mail
1-2 pieces*

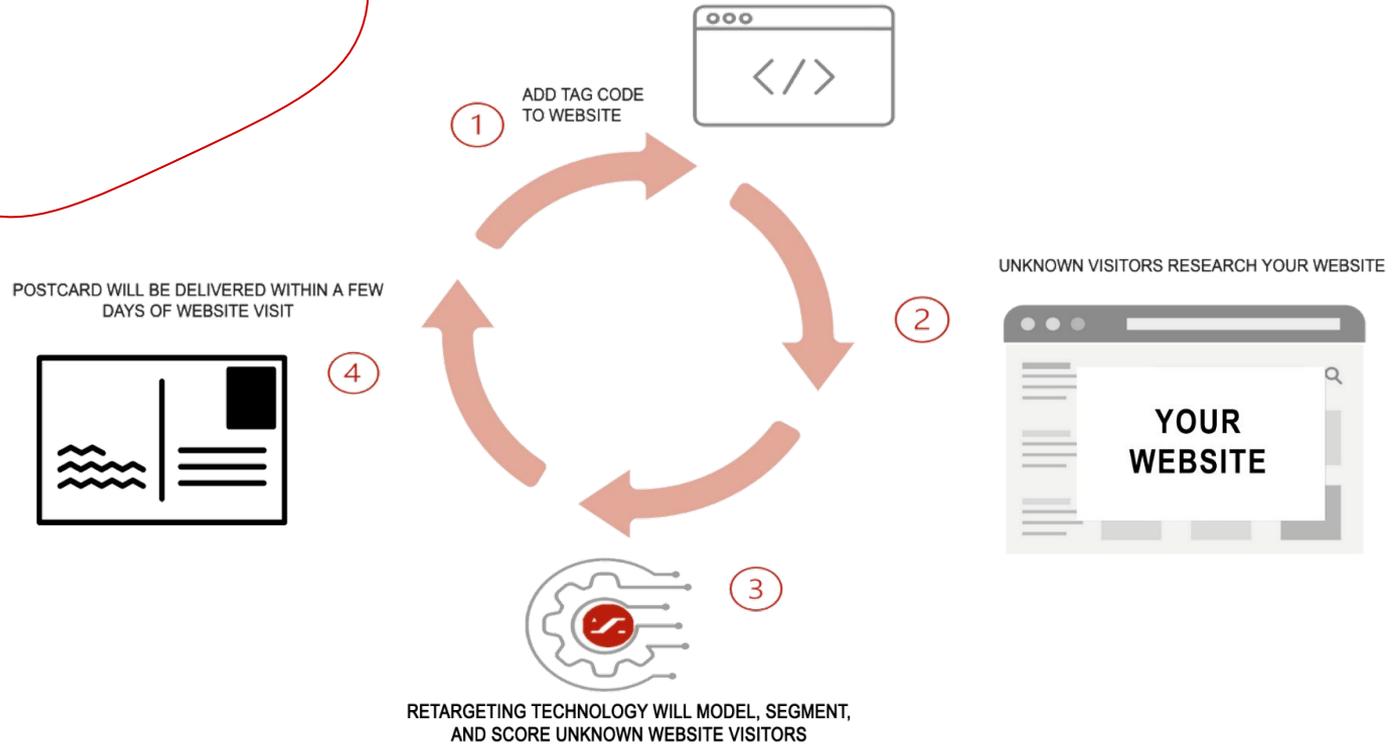
Higher Retention Rate

According to USPS research, postcards are often kept for an average of 17 days—compared to just 10 seconds for a branded email. Postcards are very **STICKY!**



How?

The Technology



Precision & Trust

We work with 12 identity partners, enabling us to deliver postcards with 99% accuracy to the intended recipient's address.

Strategic



**With the technology we
can be very strategic:**

- Geographical area
- Specific web pages visited
- Base targeting on website visits
- Drip campaigns
- Suppress specific individuals

Intent

We use 18 data points to measure intent:

- Page clicks
- Page views
- Used Search
- How many visits
- If used different devices



Track ROI

To help track ROI we utilize:

- Custom landing pages
- Tracking phone number
- Tracking urls
- Promo codes
- Google analytics
- QR code
- CRM



Value Prop

Value Prop

Why this works:

- Data-Driven
- ROI-Driven
- High Intent Audience
- Personalize Your Messaging
- Higher Engagement
- Engagement Incentives



Use Cases & Case Studies

Use Case



YOU BELONG HERE
More importantly, we want you here

UTAH VALLEY
UVU
UNIVERSITY

Use Case

Become a student at UVU!
Application deadline is:

March 1st

Utah Valley University is an open-admissions university, and there is a place for you here. Applying to UVU is simple and straightforward so you can start your college career without going through all the hoops.

Apply Today!



bit.ly/41qlauN

UTAH VALLEY
UVU
UNIVERSITY

RETURN
ADDRESS

INDICIA

MAILING ADDRESS AND POSTAL
BAR CODE MARKING AREA

LEAVE CLEAR

Use Case



CSUN. | TSENG COLLEGE
GRADUATE, INTERNATIONAL
AND MIDCAREER EDUCATION

98% OF OUR MS ENGINEERING MANAGEMENT
STUDENTS RECEIVE **\$77,000** IN FINANCIAL SUPPORT

Use Case

Learn More About Financial Support

Discover how the CSUN Master of Science in Engineering Management can equip you with the skills to lead and innovate in your field. Connect with one of our advisors to explore your options — no pressure, just possibilities.

Schedule your conversation today!



bit.ly/43om7HW

CSUN | CSUN COLLEGE
GRADUATE, INTERNATIONAL
AND MIDCAREER EDUCATION

RETURN
ADDRESS

INDICIA

MAILING ADDRESS AND POSTAL
BAR CODE MARKING AREA

LEAVE CLEAR

Use Case



This is not just for trying to connect with prospective students. There are an infinite amount of use cases.

Use Case

- **Early Interest Nurturing:** Engage students who visit pages indicating they may be in middle school or early high school to build early brand awareness and affinity.
- **Stay Top of Mind:** Remain visible as prospective students explore and compare other institutions.
- **Campaign Amplification:** Reinforce messaging from digital or email campaigns with a tangible follow-up.
- **Parent Engagement:** Reconnect with parents who visit tuition, housing, or support pages but don't submit a form.
- **Athletic Ticket Sales:** Target fans who browse ticketing or team pages without completing a purchase.

Use Case

- **Event Invitations:** Re-engage visitors who check out open houses, admitted student days, alumni gatherings, or family weekends.
- **Fundraising & Donor Outreach:** Send postcards to alumni or supporters who visit giving pages but don't donate.
- **Continuing Education & Certificate Programs:** Reach adult learners and professionals who explore learning new skills or workforce development offerings.
- **Graduate Program Promotion:** Follow up with stealth visitors showing interest in master's or doctoral programs.

Case Study



Goal: Turn thousands of anonymous website visitors into enrolled students. Reach high-intent prospects who leave without converting, and guide them to take the next step.

Solution: Use a remarketing campaign that targets thousands of unknown visitors who visited most popular classes on the website and turn interested prospects into enrolled students.

Case Study



Monthly average visitors

10,000+

ROI

18:1 (1700%)

Note: The average benchmark for ROI in educational institutions is 7:1

Case Study



Undisclosed Institution

Goal: Maximize engagement and enrollment from the campaign by reengaging the 90%+ of website visitors who leave without submitting a lead form, converting missed traffic into qualified prospects.

Solution: Target anonymous visitors who viewed the Financial Assistance Center page but left without engaging. Personalized postcards connected them with key resources and encouraged the next step toward enrollment.

Case Study



Monthly average visitors

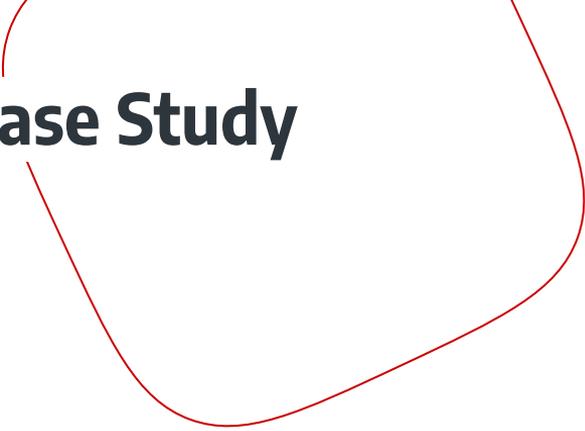
100,000+

Cost per lead

\$7

Note: The average benchmark for cost per lead in educational institutions is \$20 - \$200+

Case Study



And remember how we started off this presentation with a Pasadena City College

Case Study



Monthly average visitors

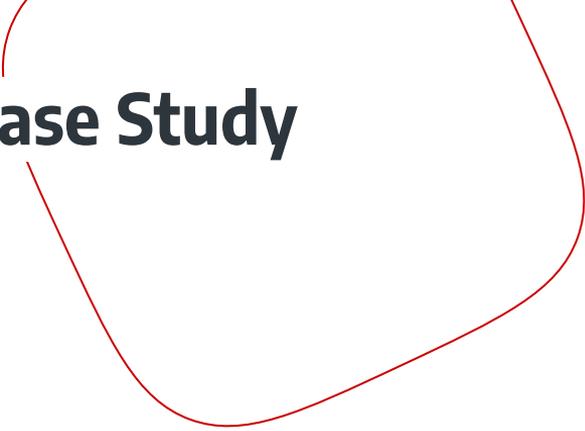
100,000+

Response rate

61.7%

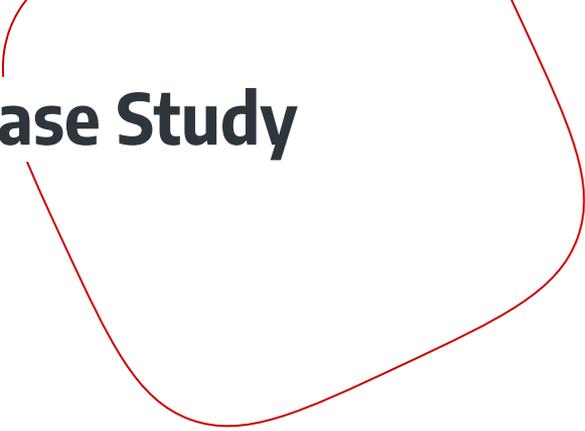
Note: The average benchmark for response rates in educational institutions is 30%

Case Study



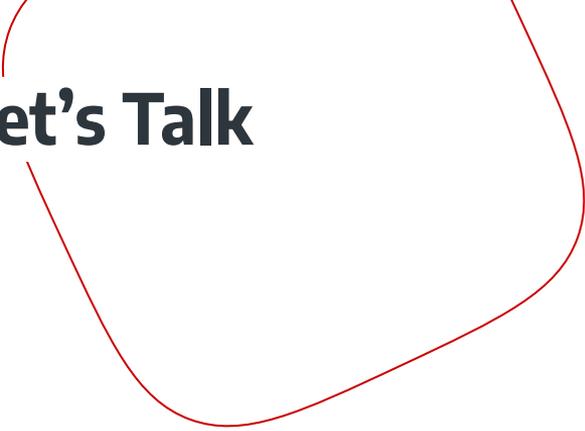
Not only is Pasadena City College getting a
60% response rate!

Case Study



They've consistently achieved a
60% response rate
over the past 3 years!

Let's Talk



Want to outshine your competitors and start capturing the opportunities you've been missing?



Go Viral Marketing, based in Manhattan, NY, has been helping institutions grow since 2009. Interested in learning more, scan the QR code to continue the conversation!

