

Murdoch University Gains Deeper Online Insight and Marketing Efficiency with the Omniture Online Marketing Suite

OMNITURE SIGNIFICANTLY INCREASES ONLINE APPLICATIONS FOR LEADING RESEARCH UNIVERSITY BY 28 PERCENT WITH TARGETED CAMPAIGN MICROSITE



SUCCESS STORY



OVERVIEW

Murdoch University is recognised as one of Australia's leading research institutions, offering over 200 undergraduate and postgraduate courses to students from around the globe. In 2007 the University re-launched its brand which included a significant rebuild of its main Web site, a site designed to effectively communicate with multiple online audiences consisting of: an external group of prospective students and an internal group of current students and staff. The University had also previously used a free analytics tool, which was limiting, because it could not adequately measure its core business objectives and gave only a partial view of online user behaviour.

"Like many Universities, we have hundreds of sites structured organisationally with varied branding and an inconsistent user experience. Part of our strategy is to move to a main external facing site, and a main internal facing site, that serve our vast pool of visitors in a more coherent fashion," explains Tim Elleston, Senior eBusiness Manager for Murdoch University. "We set out to acquire the best-in-class tools to help our online team efficiently analyse, understand and optimise the online content we delivered, all backed by a user-centric and best practice approach."

LOCATION: Perth, Australia
URL: www.murdoch.edu.au
INDUSTRY: Education

PRODUCTS: The Omniture Online Marketing Suite, including SiteCatalyst, Discover, Test&Target, SearchCenter and a Genesis integration with email marketing provider, ExactTarget

BUSINESS OBJECTIVES	SOLUTION	RESULTS
<ul style="list-style-type: none"> » Lead generation » Increase online applications from prospective students » Raise awareness of research capabilities » Demonstrate depth and breadth of course offerings » Improve content relevance for external (prospective students) and internal audiences (current students and staff) » Better inform Web content decisions by leveraging real-time analytical data » Find integrated solution provider 	<ul style="list-style-type: none"> » Leveraged the Omniture Online Marketing Suite to gain a broader understanding of internal and external audience needs and to optimise content by audience » Worked with SiteCatalyst and Discover for real-time analytical insight into visitor activity across entire online presence » Selected Test&Target to modify and target content to distinct audience segments and SearchCenter to increase return on ad spend and paid search campaign performance » Implemented a Genesis integration with marketing email provider, ExactTarget, to optimise and target email content 	<ul style="list-style-type: none"> » Increased seasonal campaign online application submission rates by 28 percent through testing and optimisation of micro site content » Improved content relevance and conversion after targeting home page content to visitors based on category affinity and previous site visits » Streamlined marketing efficiency through better informed online content decisions » Targeted re-engagement messaging to prospective graduate students who had previously started an online University application without completing it, which converted 34 percent of these prospects

BUSINESS OBJECTIVES

Murdoch University had a core online focus on improving the user experience of its Web site, including the relevance of its content, which would in turn yield greater conversion and increase submitted online applications from prospective students.

However, Murdoch not only had to focus on making content to various external audiences relevant, it also needed to ensure that staff and student-focused content was easily accessible and digestible.

After using Google Analytics, the University realised it needed a more robust and customisable analytics solution to get a clearer view of engagement, conversion and abandonment. Understanding user behaviours, where visitors were coming from, what they interacted with on the site and from where and why

they tended to leave, was paramount to success. Lastly, the online team wanted to improve its efficiency and responsiveness by having a single, fully integrated measurement platform for optimisation, natural and paid search, campaign activity, testing, targeting and email.

SOLUTION

Murdoch University selected the Omniture Online Marketing Suite as a fully integrated marketing solution for its online acquisition, analytics and conversion efforts. "It was important to find a solution provider that could meet our needs with multiple integrated products," says Elleston. "Although our site's main goal is to generate leads and drive conversions through submitted applications, a secondary goal is to ensure that relevant content is also available and easily accessible to our audiences. Omniture's integrated platform allows us to strategically

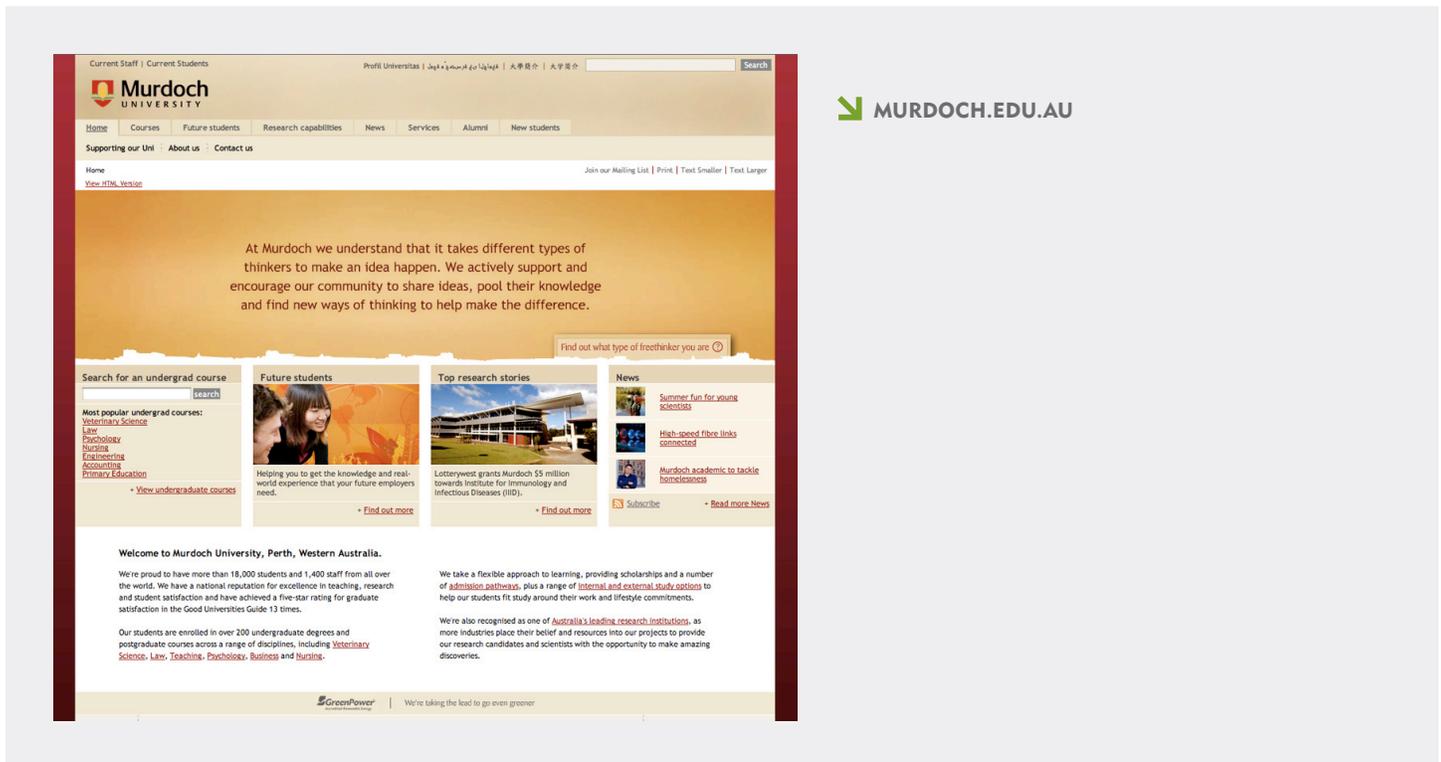
optimise our site by measuring our audience needs against our business objectives, without losing focus on enhancing the user experience."

Omniture SearchCenter enables Murdoch University to efficiently manage its online ad spend and increase performance of paid search marketing campaigns across multiple search platforms. SearchCenter also allows Murdoch to easily measure the success of search marketing efforts by tracking the corresponding conversions on its site with SiteCatalyst.

Omniture SiteCatalyst and Discover provide Murdoch University with deep and relevant real-time analytics data about online visitors' activity and preferences. "SiteCatalyst offers us valuable insight about our online presence and we decided to utilise Discover to drill down even deeper into this data," says Elleston. "Discover

“Omniture offers us a real-time, actionable view of our online presence and has automated and streamlined many online processes for us. It has helped our team become much more efficient and driven by user-behaviour, because everything is backed up by actual data.”

TIM ELLESTON, SENIOR EBUSINESS MANAGER, MURDOCH UNIVERSITY



enables us to learn more about visitors' interactions with our course information – we can determine visitors by country who are viewing our course information, what search keywords actually brought them to that content on our site, which keywords make them convert better, and which particular course content they are interacting with the most. That helps us continually improve our content so we can provide an even better and more relevant site experience for subsequent and repeat visitors.”

An Omniture Genesis integration with email marketing platform, ExactTarget, allows Murdoch University to easily measure email campaign performance through SiteCatalyst. Murdoch can monitor how email campaigns are performing by way of deliverability, open rates, click-through rates, subscription rates, as well as page views, conversion rates and subsequent revenue generated. The University can view this through a single interface to better understand what happens after a visitor clicks through to the site from an email, and therefore which email campaigns are driving the most conversions.

Omniture Test&Target offers Murdoch University the ability to quickly test, modify and target content to distinct audiences for maximum relevance. Murdoch runs several undergraduate recruitment campaigns each year to drive new student applications. Murdoch decided to test sending prospective students to a campaign micro site with content addressing common hesitations vs. sending them directly to the online application form in order to see which route positively impacted application submission rates. In years past, Murdoch had developed a similar campaign micro site with a younger niche audience in mind. This time, based on previous metrics sourced from the Omniture Online Marketing Suite, Murdoch decided to redesign the micro site to appeal to a much broader audience and also address common hesitations and concerns voiced by prospective students in the past, which helped support their decision-making process to complete the online application.

In addition to the recruitment campaign, Murdoch University leveraged Test&Target to target content to different

profiles identified in SiteCatalyst such as undergraduates, postgraduates, domestic students, international students, staff, researchers and prospective students. Murdoch also gained the ability to effectively target content to returning visitors and those who showed initial interest in specific content, but eventually abandoned the site. “One of the most successful strategies we’ve employed is ‘re-engagement,’” explains Elleston. “We know if someone has abandoned our site, what they were looking at before they did so, and we know when they return. It is at that point that we can re-engage with them and try to convert them by displaying relevant or compelling content.”

RESULTS

The Omniture Online Marketing Suite helped Murdoch University gain better insight into its online business and improve online conversions and Web site content relevance.

Using Omniture Test&Target to test the new recruitment campaign micro site which appealed to a broader audience

“It is no secret that more relevance yields greater conversion, which is why we are so focused on personalising and improving the user experience on our site. Omniture enables us to quickly show prospective students what they are looking for when they visit, making them more likely to begin and submit a University application.”

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and offered visitors more information and answers to common hesitations, Murdoch increased online application completions by 28 percent compared to the standard application process. “Test&Target revealed that although funneling visitors through our campaign micro site added a significant number of steps to the application process, more micro site visitors tended to complete an application because they felt more informed after viewing the content, vs. visitors who were sent directly to the application form and given no additional information.”

Test&Target also enabled Murdoch to tailor content to different internal and external audiences via the home page to get visitors to the right Web site section faster. Murdoch can now re-engage with visitors based on prior site activity or affinity. For example, if a prospective graduate student started an application without completing it, if they return, the site prompts them to complete the unfinished application. After implementing the re-engagement messaging, Murdoch successfully re-engaged with and converted 34 percent of prospective graduate students who had not completed their application online. This represented a significant postgraduate revenue opportunity.

Murdoch also leveraged SiteCatalyst data to make site navigation more efficient for visitors by way of the site’s internal search box. As visitors began typing a new search term within the search box, a drop-down list of some of the site’s most popular search terms would appear. This helped visitors access the content they were seeking more quickly, right from within the search box, instead of scrolling and clicking through search results pages to find what they were looking for.

“Working with the Omniture Online Marketing Suite has become part of the foundation of our online strategy. The results we have achieved through testing and targeting content have been exceptionally successful and have also increased the efficiency and relevance of our site,” adds Elleston. “Our organisation has a very user-centric philosophy and Omniture analytics data shows us where our users come from, what they do on our site and why they leave, which directly informs our business approach. We once completely changed direction about an online strategy after seeing counter-intuitive results within our data, which would not have been possible before working with Omniture.”

ABOUT MURDOCH UNIVERSITY

Murdoch University, in Perth, Western Australia, has more than 18,000 students and 1,400 staff from all over the world. According to the national 2009 Good Universities Guide, it is the only Australian University to achieve a five-star graduate satisfaction rating for 13 out of the past 14 years.

Murdoch University students are enrolled in over 200 undergraduate degrees and postgraduate courses across a range of disciplines, including Veterinary Science, Law, Teaching, Psychology, Business and Nursing.

Murdoch takes a flexible approach to learning, providing scholarships and a number of admission pathways, plus a range of internal and external study options to help their students fit study around their work and lifestyle commitments.

It is also recognised as one of Australia’s leading research institutions, as more industries place their belief and resources into Murdoch University projects to provide their research candidates and scientists with the opportunity to make amazing discoveries.

OMNITURE—THE LEADER IN ONLINE BUSINESS OPTIMIZATION

Omniture, a business unit of Adobe Systems Incorporated, is a leading provider of online business optimization software for managing and enhancing online, offline and multi-channel business initiatives. Hosted and delivered via on-demand subscription service and on-premise solution, Omniture software enables customers to capture, store and analyze information generated by their Web sites and other sources, providing business insights into the performance and efficiency of marketing and sales initiatives and other business processes. For more information, visit www.omniture.com

OMNITURE*
An Adobe company

WEB: omniture.com
EMAIL: info@omniture.com



AMERICAS

+ 1.877.722.7088 TEL
+ 1.801.722.7001 FAX

UK

+44 (0)20 7380 4400 TEL
+44 (0)20 7380 4401 FAX

FRANCE

+33 (0) 1 70 37 53 56 TEL
+33 (0) 1 77 72 56 38 FAX

GERMANY

+49 (0) 899 0405 408 TEL
+49 (0) 899 5464 252 FAX

NORDICS & BENELUX

+ 45 (0) 36 98 89 50 TEL
+ 45 (0) 36 98 89 51 FAX

JAPAN

+ 81.03.6418.6600 TEL

AUSTRALIA

+ 612 8211 2707 TEL

SWEDEN

+ 46 (0) 8 601 30 91 TEL

KOREA

+ 82.2.2008.3228 TEL

HONG KONG

+ 852 2168 0873 TEL