



Murdoch University

www.murdoch.edu.au

Industry

Education

Challenges

- Increasing online applications from prospective students
- Improving content relevance and search experiences for external and internal audiences
- Streamlining online marketing operations using a fully integrated measurement platform

Solution

- Online analytics
- Conversion
- Visitor acquisition

Murdoch University uses the Adobe Online Marketing Suite to gain new insights into internal and external audiences, as well as increase leads and conversions.

Results

- Increased online application submissions by 28%, and 19% incrementally through site testing and optimization
- Improved content relevance and conversion after targeting home page content to visitors based on category affinity and previous site visits
- Converted 34% of prospective graduate students returning to the site, through targeted reengagement strategies
- Experienced a 21% increase in domestic student leads and 15% increase in executive education program leads
- Reduced the average search time for visitors by 11.5%, plus reduced search bounces and repeat searches

Murdoch University

Murdoch University gains deeper insights into online interactions and boosts student application rates using the Adobe® Online Marketing Suite, powered by Omniture®

Refocusing the Murdoch University website

Murdoch University of Perth, Australia has more than 18,000 students and a staff of 1,400—and offers more than 200 undergraduate degrees and graduate programs across a range of disciplines. Recognized as one of Australia's leading research institutions, the university has attracted a record \$46 million in major collaborative research funding over the past year.

With a keen understanding of the value of research, Murdoch University wanted to investigate how to improve the user experience for website visitors by enhancing content relevance, which would in turn increase submitted online applications from prospective students. After using Google Analytics, the university realized it needed a more robust and customizable analytics solution to get a clearer view of engagement, conversion, and abandonment.

"Understanding user behavior, where visitors are coming from and what they interact with on the site, as well as being able to continually refine our online efforts to meet visitors' changing needs, are paramount to our online marketing success," says Jerome Richard, digital media manager for Murdoch University. "Our past web analytics tools simply didn't offer the real-time insights or powerful analytics we needed to be truly successful."

Although an important purpose of the website is to generate leads and drive conversions through submitted applications, a critical goal is to offer relevant content that is readily available for current students, teachers, and staff. "Like many universities, we had hundreds of websites created across individual departments or groups to highlight their activities, making it difficult to provide visitors with consistent experiences on university-branded sites," says Richard. The online team wanted to further consolidate and refine content delivery under its main internal and external sites to serve the university's vast pool of visitors in a more focused, coherent fashion.

Finally, the web team wanted to improve its efficiency and responsiveness by having a single, integrated measurement platform for optimization, natural and paid search, campaign activity, testing, targeting, and e-mail. Murdoch University selected the Adobe Online Marketing Suite, powered by Omniture, as a fully integrated marketing solution for its online optimization efforts. "The integrated platform from Adobe allows us to optimize our site by measuring our audience needs against our business objectives, while enhancing user experiences," notes Richard.

A rise in online student application submissions

Using the Adobe Online Marketing Suite, Murdoch University can quickly test, modify, and target content to distinct audiences for maximum relevance. Murdoch runs multiple undergraduate and postgraduate recruitment campaigns each year to drive student applications. The university compared sending prospective students to a campaign microsite with content addressing specific questions versus sending them directly to the online application form, to see which route resulted in the higher application submission rate. Also with Adobe Online Marketing Suite metrics, it decided to redesign the microsite to appeal to a broader audience than the younger niche audience it previously targeted.

The Adobe Online Marketing Suite enables Murdoch University to personalize content on its Future Students page for domestic, international, and executive education site visitors. The strategy has boosted leads for each audience segment, including a 20.5% lead increase for domestic students.



"The integrated platform from Adobe allows us to optimize our site by measuring our audience needs against our business objectives, while enhancing user experiences."

Jerome Richard
Digital media manager,
Murdoch University

"We realized we can use Adobe solutions to provide more relevant, targeted information to site visitors," says Richard. "As a result, we increased online application submittals by 28% compared to our previous processes." With the Adobe Online Marketing Suite, the online team realized that although funneling visitors through a campaign microsite added steps to the application process, more microsite visitors completed their applications because they felt more informed after viewing additional content, compared to visitors who were sent directly to the application form. Additional testing on the best color and placement for form submittal buttons drove another incremental lift of 19% in application submissions.

The web team increased online leads—those visitors registering to periodically receive Murdoch information via e-mail—by modifying the content across the homepage and "Future Students" sections of the site, which is accessed from the main website home page. Using Adobe solutions, Murdoch now targets the content to domestic, international, and executive education visitors, as well as research visitors—delivering content specific to the individual's application status while simultaneously testing new content. The more relevant content helped the university achieve a conversion rate of 15.5% among executive education visitors, while domestic visitors converted 20.5% in a single quarter.

"The Adobe Online Marketing Suite lets us identify key areas of interest for our online visitors and serve content that resonates best," adds Tim Elleston, digital advisor for Murdoch University. "It's transformed the way we communicate our message, lets prospective students know we are listening to them, and has delivered amazing results."

Murdoch University efficiently manages its online advertising using the Adobe Online Marketing Suite, while increasing the performance of paid search marketing campaigns across multiple search platforms. Adobe search management solutions also allow Murdoch to easily measure the success of search marketing efforts by monitoring the corresponding conversions on its site.

The Adobe solutions integrate seamlessly with the university's ExactTarget e-mail marketing platform, allowing the online marketing team to easily measure e-mail campaign performance. Murdoch can measure how e-mail campaigns are performing by way of deliverability, open rates, click-through rates, and subscription rates, as well as page views, conversion rates, and subsequent revenue generated.

Reengaging online audiences

Murdoch also uses Adobe targeting capabilities to effectively target content to returning visitors and those who show initial interest in specific content, but eventually abandon the site. "Through reengagement strategies, we know if someone has abandoned our site, what they were looking at before they left, and when and where the prospective student returns," explains Elleston. "At that point we can reengage with them and try to convert them by displaying relevant or more compelling content."

“The Adobe Online Marketing Suite has become part of the foundation of our online strategy. It is central to gaining a better understanding of our audiences and conducting successful online campaigns.”

Tim Elleston
Digital advisor, Murdoch University

Systems at a glance

- Adobe Online Marketing Suite. Components used include:
 - Adobe SiteCatalyst™
 - Adobe Test&Target™
 - Adobe Discover™
 - Adobe SearchCenter +
 - Adobe Search&Promote
 - Adobe Genesis™

Murdoch can now reengage with visitors based on prior site activity or affinity. For example, if a prospective graduate student starts an application but fails to complete it, the site prompts them to complete the unfinished application when they return. After implementing the reengagement messaging, Murdoch successfully reengaged with and converted 34% of prospective graduate students who had not completed their applications online, representing a significant postgraduate revenue opportunity.

| Adobe Online Marketing Suite solutions used by Murdoch University | |
|---|---|
| Solution name | Solution type |
| Adobe SiteCatalyst | Provides Murdoch University managers with actionable, real-time data for online strategies and campaigns |
| Adobe Test&Target | Enables marketers to continually improve content relevance with dynamic capabilities for designing and executing controlled A/B and multivariate tests |
| Adobe Discover | Allows marketers to analyze and segment any quantity of web and client transaction data in real time, for optimized online programs |
| Adobe SearchCenter + | Simplifies the challenges presented with search marketing, offering an intuitive interface for search campaign management |
| Adobe Genesis | Automates the integration between Adobe solutions and partner applications that support display advertising, e-mail, social media, content management, search, and other activities |
| Adobe Search&Promote | Enables marketers to optimize how visitors browse, find, compare, and select relevant content on web and mobile sites |

Delivering compelling content and experiences

In addition to supporting its recruitment campaigns and reengagement strategies, Murdoch University uses the Adobe Online Marketing Suite to target site content to different identified profiles, such as undergraduates, postgraduates, domestic students, international students, staff, researchers, and prospective students. Adobe testing and targeting capabilities let Murdoch tailor content to different internal and external audiences via the home page to direct visitors to the right website section faster.

Adobe solutions provide Murdoch University with deep and relevant real-time analytics data about online visitor activities and preferences. For instance, the online marketing team can gain insights into how visitors interact with course information. The team can identify by country which visitors are viewing which course information, which search keywords brought them to the site, which keywords increase conversions, and which course content visitors are interacting with the most.

Murdoch also leveraged Adobe conversion solutions to streamline site navigation for visitors through an improved search mechanism. As visitors begin typing a new search term within the search box, a drop-down list of some of the site’s most popular search terms appears. This helps visitors access more relevant content faster, instead of scrolling and clicking through search results pages to find what they’re looking for. “We’ve reduced the average search time for visitors by 11.5%,” says Elleston.

In addition, the university is improving search-driven experiences by increasing relevant matches through KPI-based triggers and metrics and visitor intent. Adobe’s online analytics reveal the reduction of search bounces and repeat searches, with an increase from 40% to more than 45% in first-time search results satisfying users.

The Adobe Online Marketing Suite and the web team’s user-centric philosophy will continue to drive website improvements, enhance user experiences, and increase online applications. In addition to seizing new opportunities to improve the university website, the team is focusing marketing efforts on expanding its mobile site and social media campaigns. “The Adobe Online Marketing Suite has become part of the foundation of our online strategy. It is central to gaining a better understanding of our audiences and conducting successful online campaigns,” says Elleston.

For more information

- www.omniture.com/conversion
- www.omniture.com/online_analytics
- www.omniture.com/visitor_acquisition



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