



 ACADEMY of ART UNIVERSITY®  
FOUNDED IN SAN FRANCISCO 1929



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## Case Study:

How Meera's Text-Based Automation Platform **Transformed** Academy of Art University's Application Process



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# How Meera's Text-Based Automation Platform Transformed Academy of Art University's Application Process

## Case Study



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It can be a challenge for many educational institutions to get applicants to remain committed throughout the entire application process. So, what can you do to connect with prospective students and inspire them to complete the process? And, this is where a text-based marketing automation platform like Meera comes in.

If this struggle sounds familiar to you, you're not alone. The Academy of Art University faced this issue and improved its submission rates with creative marketing automation. This article will cover their challenge, the solution, and their stellar results.

## Challenge

The Academy of Art University in San Francisco, California, was having a concerning problem. Students often began the process of filling out an application, only to abandon their incomplete application mid-process. The Academy realized that they were missing out on significant opportunities to connect with applicants and motivate them to see the application process through to fruition.

Why was this happening? Students may have dropped out of the application process for many reasons. Perhaps they didn't have the correct information on hand. With 5 to 10 pages of forms and content to provide, applicants were likely becoming overwhelmed. The Academy recognized that once students began an application, they showed their intent and desire to attend the university.

Therefore, a breakdown was happening somewhere along the process - it was up to

them to inspire students before this breaking point. To remedy this, the Academy of Art University decided to devise a way to engage with applicants and convert their half-finished forms into completed applications.

## Solution

The Academy of Art University sent personalized SMS messages to each applicant using Meera's Text-Based Automation for Admissions. The Academy could easily manage appointment settings, schedule the admission team, and connect with more prospective students with this technology. The Academy of Art University gathered responses from about 53% percent of disengaged applicants by engaging with applicants via SMS marketing. That 53% agreed to book appointments and build a connection with the admissions team - even after initially abandoning their application process.



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## Results

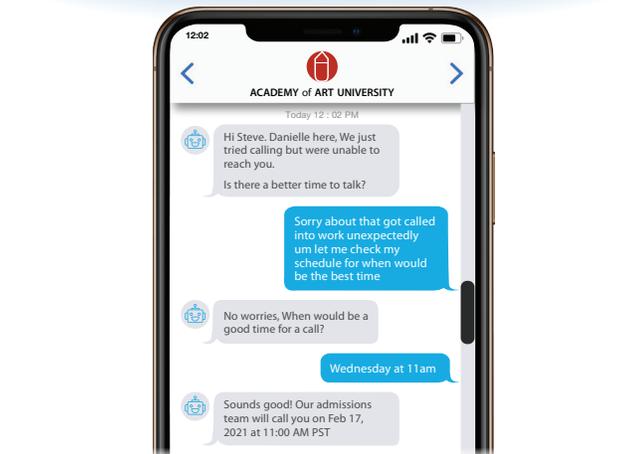
As a result of using Meera's intuitive SMS solutions, the Academy of Arts re-engaged with over half of the applicants who had stopped mid-application. They were able to successfully set up 138 appointments between their admission team and applicants, during which the students gained valuable resources and encouragement to complete the admission process.

The results are precise: the Academy of Art University's 729 incomplete applications could reconnect with 392 and conduct 138 support calls.

Meera's AI solutions helped the Academy of Arts establish much-needed connections with their applicants, engage with students who otherwise might never have applied, and boost their application conversions.

## Ready to Experience Results Like This?

Sign up for Meera for free if you're ready to see how Meera can transform your university's admission process. With the right tools, you can help more students see their applications through to submission.



Actual AI Conversation

## About Meera

Meera is a leading Text-Based Automation Platform. Meera specializes in conversational lead development and nurturing. Our A.I.-powered platform will communicate with your leads using machine learning to start conversations with your sales, marketing, or admissions team. This pioneering platform improves conversion rates and boosts sales for clients in all industries.

**Streamline Your Business with Meera's Text-Based Automation Platform**

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