



ACADEMY of ART  
UNIVERSITY

FOUNDED IN SAN FRANCISCO 1929



MEERA.ai

# Case Study

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Academy of Art University Uses AI  
Texting to Achieve 448%

**448%** 

Lift in Event Response Rates





## About

The Academy of Art University is located in San Francisco and serves as the largest private art and design university in the United States. Founded in 1929, the university holds an inclusive space preparing artists and designers for their professional careers.

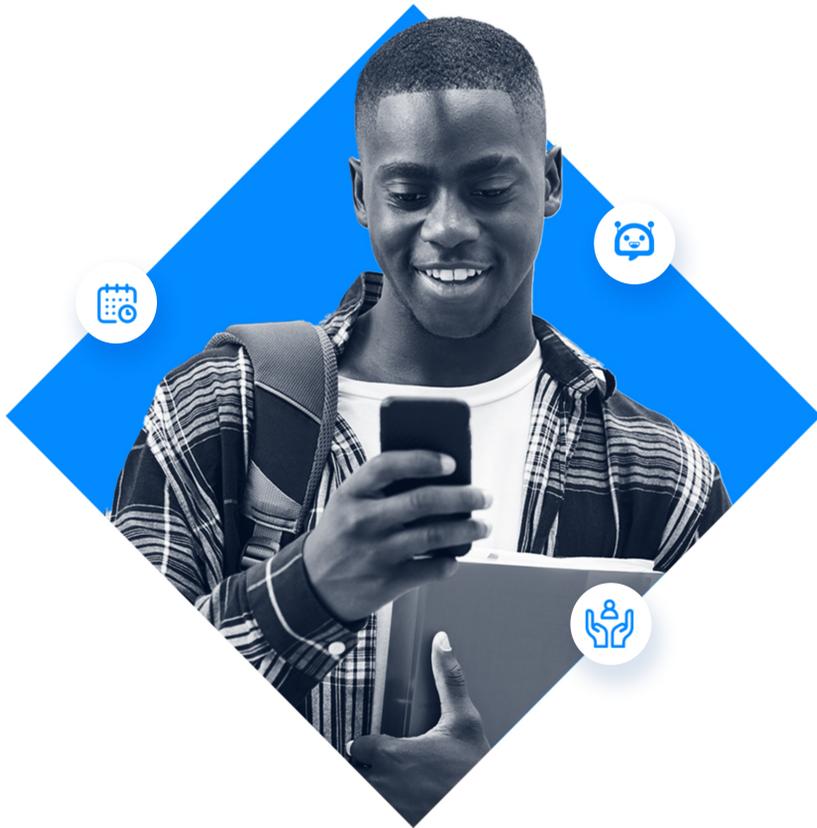
The Academy of Art University is an accredited institutional member of the National Association of Schools of Art and Design (NASAD), the National Architectural Accrediting Board (NAAB), and Council for Interior Design Accreditation (CIDA).

Today, with over 900 art and design classes, 22 schools, and 14 STEM programs – students from all throughout the world turn to the Academy of Art University to accelerate their careers in the fields of art, design, architecture, and entertainment.

## Challenge

- ✓ The Academy of Art University understands the importance of events in the overall application process. And yet, they were struggling to get enough RSVPs for their open house events.
- ✓ They had tried traditional channels like email, Facebook, and Google – but the results continued to miss the mark. Some email campaigns saw response rates well under 2%.
- ✓ The Academy of Art University knew it needed to find the right sales automation platform – one that could increase RSVPs without creating more work for their teams



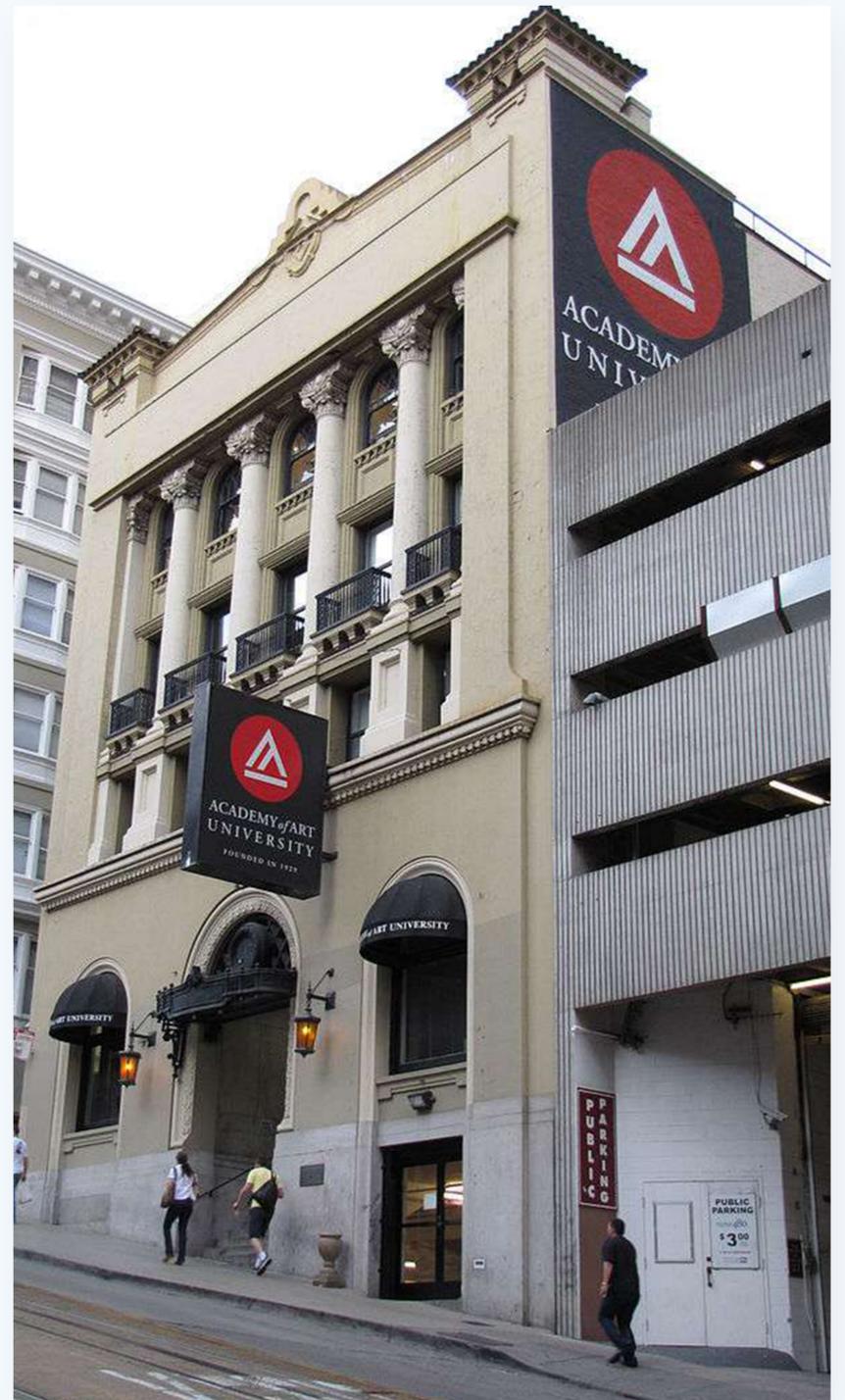


## Solution

- ✓ The Academy of Art University partnered with Meera after they assessed their communications strategy and target audience. After an initial assessment, it became clear SMS marketing was a must-have if the school wanted to appeal to its younger Gen Z demographic.
- ✓ Meera worked with the Academy of Art University to create a SMS marketing campaign that would nurture, engage, and encourage potential students to register for upcoming events.
- ✓ Meera was uniquely positioned to help with this as their platform used high-touch channels to send personalized messages using conversational AI technology.

## Results

- ✓ The Academy of Art University achieved an exponential increase in RSVPs at the top of its sales funnel, thanks to highly personalized texts sent using SMS and WhatsApp.
- ✓ This strategy was successful as it directly appealed to the way students wanted to be contacted. Response rates drastically increased as potential students felt more connected to the messages.
- ✓ With Meera, the Academy of Art University **increased its application conversion rate by 17%**. Even better, they **achieved a staggering 448% boost in responses**.
- ✓ SMS outperformed all other channels being used to reach this demographic. Plus, with more RSVPs and engagement, they also saw an improvement in their application rates.
- ✓ Today, the Academy of Art University recognizes the power of SMS marketing and relies on Meera to handle outreach for open houses and other events.



**Without Meera**

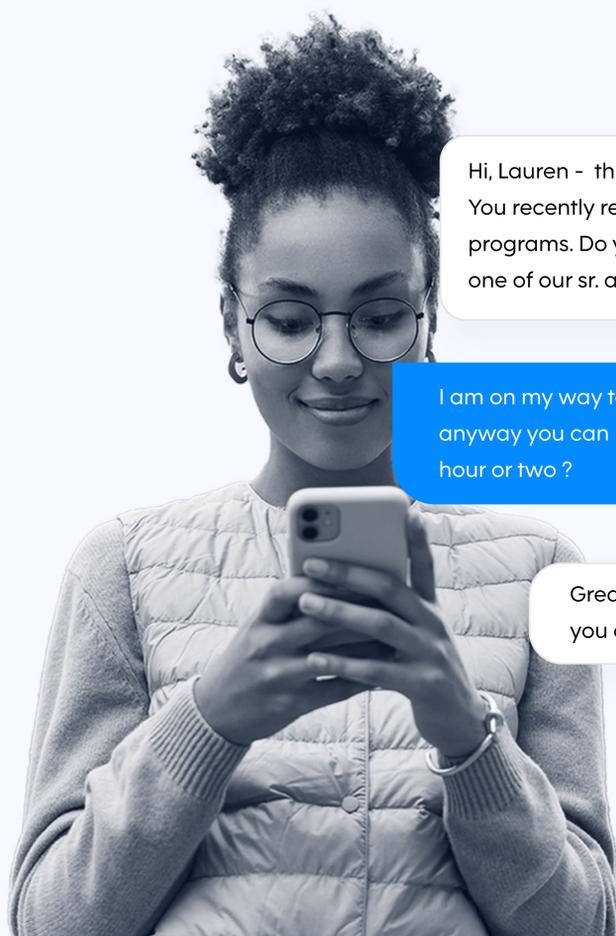
Event Responses

**52****With Meera**

Event Responses

**285****Overall**

Improvement

**448%**

Hi, Lauren - this is Danielle from Art University. You recently requested info about our graduate programs. Do you have a few minutes to talk to one of our sr. admissions rep right now ?

I am on my way to work, is there anyway you can reach back out in an hour or two ?

Great! Our admissions team will call you on May 13, 2019 at 12:00 PM MDT

## About Meera

Meera uses conversational AI and text messaging to streamline lead engagement across the entire sales funnel.

Our AI-powered platform eliminates 80% of the busy work by sending personalized messages to your leads, automatically booking meetings, taking care of back-and-forth communications, and looping in humans at the perfect time.

Discover why top educational institutions use Meera's friendly, human-like outreach to boost application and connect rates with potential students.

Streamline your business with  
Meera's Text-Based **Automation** platform

[Request a demo](#)

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