

ANTIOCH
UNIVERSITY

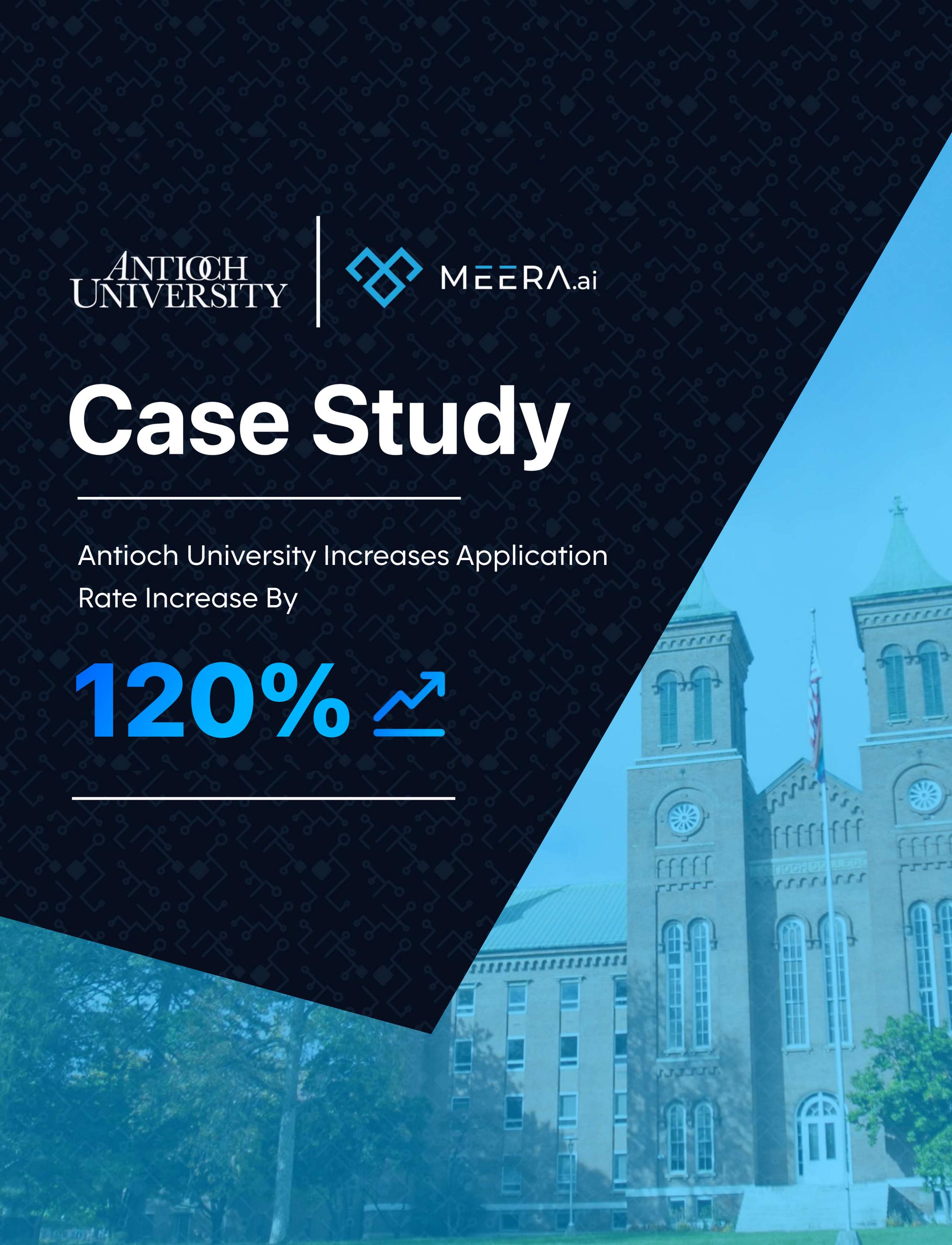


MEERA.ai

Case Study

Antioch University Increases Application
Rate Increase By

120% 





About

Antioch University is located in Yellow Springs, Ohio. This private non-profit university first opened its doors in 1852.

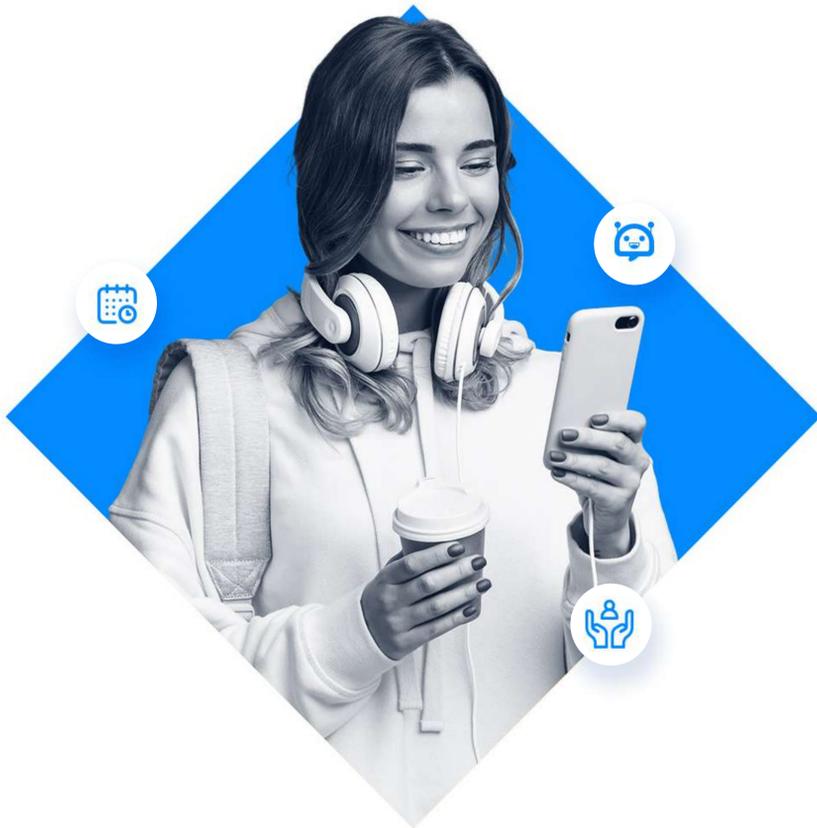
Today, the university aims to provide learner-centered education to empower students with the knowledge and skills needed to lead meaningful lives and advance social, economic, and environmental justice.

The University has five campuses located in four states, including an online campus, and the low residency Graduate School of Leadership and Change.

Challenge

- ✓ Antioch University found it increasingly difficult to drive value out of their Facebook advertising campaigns. Facebook advertising was only managing to generate a 12.9% contact rate and 1.37% application rate.
- ✓ They knew they needed a better long-term solution to improve top of the sales funnel performance.





Solution

- ✓ Antioch University learned about Meera.ai and quickly saw how it could help them qualify, nurture, and engage students at scale with personalized text messages.
- ✓ Meera instantly sent personalized text messages to potential students using their preferred channel of communication: SMS.
- ✓ Antioch University leveraged Meera's automated appointment scheduling to seamlessly schedule appointments and connect potential students with admissions.

Results

- ✓ Antioch University optimized their Facebook Ads strategy by directly connecting with students using personalized text messages sent by Meera.
- ✓ The results were transformative. Antioch University saw a 78% increase in contact rates and an even more impressive 120% boost in application rates.
- ✓ With Meera, Antioch University was able to generate a sizable return on investment for its Facebook advertising.
- ✓ Plus, with the right partner – Antioch University now has a powerful platform that it can use to optimize other advertising campaigns, event management, and ensure student inquiries are responded to as quickly as possible.



Before Meera

Contact Rate

12.90%

Application rate

1.37%**After Meera**

Contact Rate

22.96%

Application rate

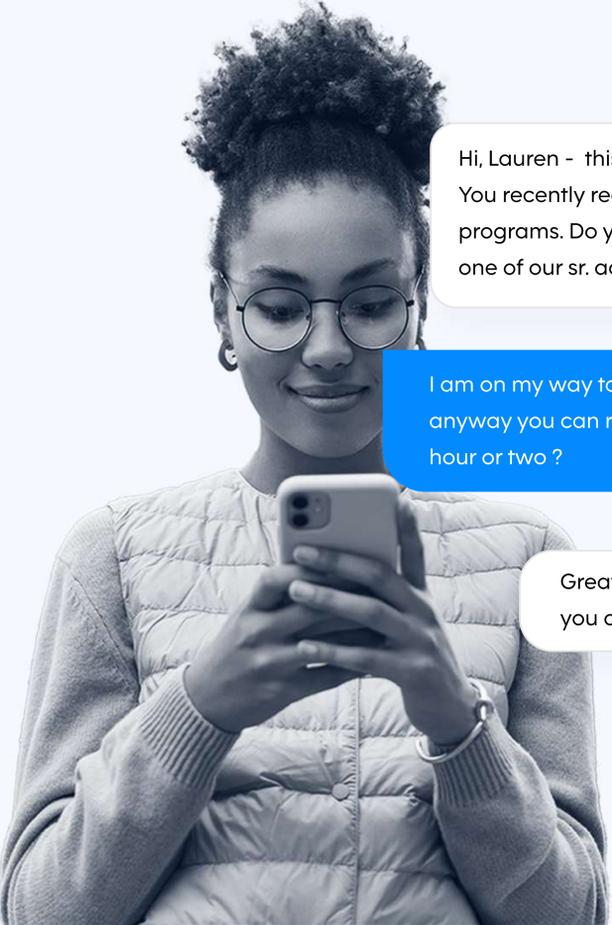
3.014%

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.



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

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

[Request a demo](#)