Identifying and unifying 804,771 datapoints from Industry, Location, Customer, and Consumer data to target DMU's ideal student profile

Brief
1.7 million students receive grades from 2,693 further education institutions across England each year, studying 157 different subjects with grade levels ranging from A* to E across the 130,373 square kilometres of England.

The challenge for De Montfort University (DMU) was to find who was most relevant for targeting to drive engagement with DMU.

Solution
59A in partnership with VCCP established a set of parameters to inform targeting, based upon historical DMU data and the most recent student qualification data from the government.

01. Ofsted Ranking
Schools typically with higher Ofsted rankings will see more students attending university places across the country.

02. Proximity
Based on historical data, 59A observed that the further the distance from DMU, the less likely a prospective student is to show interest.

03. Number of education facilities
Identifying areas across England where there are a higher prevalence of education facilities means 59A and DMU can focus their targeting on areas where they can capture the largest reach.

04. Course entries most relevant to DMU
59A identified the further education venues which had a higher volume of students entering related fields and prioritised their locations within the algorithm, capturing 202,800 student entries into 26 related qualifications for these subjects.

Delivery
59A layered this data into a custom algorithm alongside several other datasets including trends data, social data, and historic open day data. This was activated across core social channels TikTok, Snapchat, Meta, and programmatic display.

Results vs previous approach
Cost per engagement | Engagement Increase
-39% | +64%