



CASE STUDY

ASTON UNIVERSITY

Visit Day Experience

ExLibris
campusM



SUCCESS INDICATOR

Users re-engage with the app 7-10 times during the day

**ASTON UNIVERSITY HAS
CREATED A PROFILE –
A DEDICATED AREA OF THE APP
FOR A SPECIFIED TYPE OF USER**
– WITH USEFUL AND COMPELLING
CONTENT TO SUPPORT THE 2,000
PROSPECTIVE STUDENTS WHO
ATTEND EVERY OPEN DAY.



GOAL

Enhance prospective student
experience at Open Day
(Open House) event



RESPONSE

Dedicated area on the
myAston app for prospective
students



SUCCESS

Users re-engage with
the app 7-10 times during the
day

ENGAGEMENT

- Deliver branded event information – travel, parking, itinerary, campus maps, etc. – via mobile
- Transform pre-study engagement and enhance perceptual positioning of brand
- Take first step in development of 'cradle to grave' relationship between student and institution

DELIVERABLES

- A branded Profile on the myAston campusM mobile app to introduce the Aston experience
- Attendees can create their own personalized itinerary from their choice of tours and sessions
- Ease of content building – Profile includes key content, quizzes, games, and social media feeds


OUTCOMES

- Successful pre-study engagement – average user re-engages with app 7-10 times during event
- Strong feedback – strengthening business case for an Alumni Profile
- Simplified and branded visitor experience - complementing other promotional activities


“Crucially, campusM helps us communicate the Aston student experience. You can't grasp that from a brochure or a league table. Open Days are key for us; by getting potential students to attend, we are more likely to convert them. It's been a real success for us.”

TONY LYONS, DIGITAL PROJECT MANAGER, ASTON UNIVERSITY

CONTACT US

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Ex Libris is a leading global provider of cloud-based solutions for the management, discovery, and delivery of the full spectrum of library materials, as well as mobile campus solutions for driving student engagement and success.

Ex Libris solutions are in use by over 5,600 institutions in 90 countries, including 43 of the top 50 universities worldwide and more than 40 national libraries.