

CARNEGIE



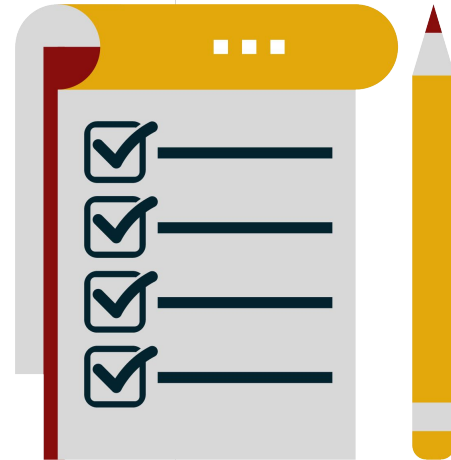
Slate+camp

JANUARY 23, 2024 • ORLANDO, FL



Camp Checklist

- + food + outlets
- + breaks + restrooms
- + showcase environment
- + workshop time
- + informative + fun!





Agenda

9:00 - 10:30am

1 Deliver 101

10:45 - 11:45am

2 Querying with Configurable Joins

12:00 - 1:00pm

3 Lunch

1:00 - 1:30pm

4 Queries Workshop

1:30 - 2:30pm

5 Deliver Campaign Reporting

2:45 - 3:45pm

6 Enhancing your Deliver Campaigns

3:45 - 4:00pm

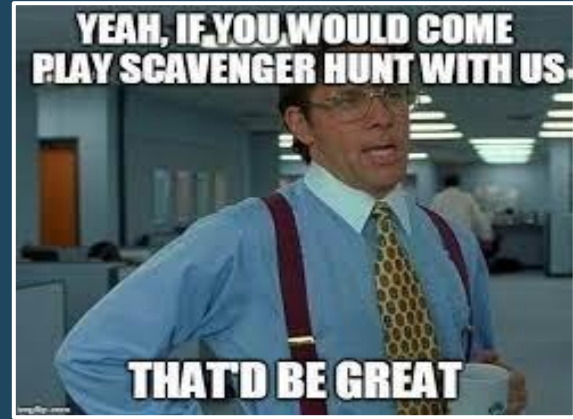
7 Wrap Up + Final Thoughts

① Deliver 101

Exploration of Deliver module and building foundational knowledge.

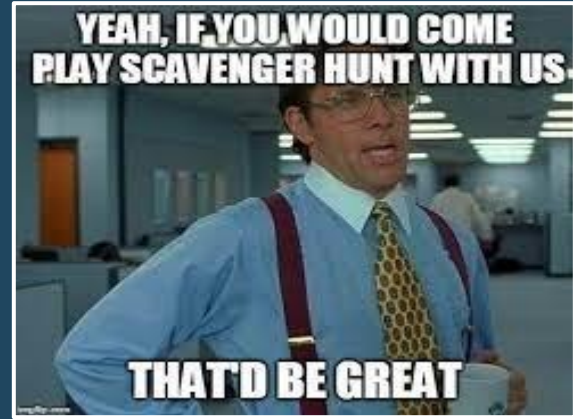
- + Deliver tour
- + Templates
- + Methods within Deliver
- + Message mailing build
- + Recipient lists
- + Rules + populations
- + Individual mailing metrics
- + Slate Voice
- + Slate Video

Scavenger Hunt!



RULES: FIRST TO RAISE THEIR HAND AND ANSWER CORRECTLY GETS A PRIZE!

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FIND: FIND THE MESSAGE MAILING NAMED "HTML Editor Example". WHAT DOES THE BODY CONTENT SAY?

2 Querying with Configurable Joins

Laying the groundwork to build successful Deliver queries.

- + Queries 101
- + Module tour
- + Direct filters + exports
- + Extended filters + exports
- + Global joins versus subqueries
- + Deliver queries
- + Bonus content:
 - SMS staff assigned
 - Related-relations

TABLE #01 Person Table

UID	First	Last	Email
123	Albert	Camus	weareallstrangers@gmail.com
456	Fyodor	Dostoevsky	unnamednarrator@hotmail.com
789	Herman	Melville	fomowhale@gmail.com
100	J.D.	Salinger	phonies@yahoo.com

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TABLE #02 Application Table

UID	AUID	App Date	Interest
123	505	4/15/2022	French
456	404	12/31/2021	Russian
789	303	11/1/2021	English Lang
100	202	1/1/2022	English Lit

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123	505	4/15/2022	French
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100	202	1/1/2022	English Lit

TABLE #03 Recommendation Table

AUID	Rec Name	Rec Email
505	Franz Kafka	whoframedjosefk@gmail.com
404	Mikhail Lermontov	hero@gmail.com
303	Nathaniel Hawthorne	myscarletletter@hotmail.com
202	F. Scott Fitzgerald	newegg@gmail.com

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123	Albert	Camus	weareallstrangers@gmail.com	123 → 123-505 → 505	505	Franz Kafka	whoframedjosefk@gmail.com
456	Fyodor	Dostoevsky	unnamednarrator@hotmail.com	456 → 456-404 → 404	404	Mikhail Lermontov	hero@gmail.com
789	Herman	Melville	fomowhale@gmail.com	789 → 789-303 → 303	303	Nathaniel Hawthorne	myscarletletter@hotmail.com
100	J.D.	Salinger	phonies@yahoo.com	100 → 100-202 → 202	202	F. Scott Fitzgerald	newegg@gmail.com

④ Queries Workshop

Let's flex those query muscles.

- + Beginner
- + Intermediate
- + Advanced

QUERIES WORKSHOP PROMPTS

Beginner

A: **Create a quick query** to find people who have an email address that exists. **Pull exports** of First Name, Preferred, Last Name, Mobile, Email.

B: **Create a quick query** to find all Fall 2024 inquiries with a person major interest of Literature. **Pull exports** of Name, Staff Assigned, and Student Type.

Intermediate

A: **Create a quick query** on the person base and join to an address table to find all records with rank 2 addresses in Michigan. **Pull exports** of Name, City, Email, and Person Status.

B: **Create a quick query** for Fall 2024 applicants with a mobile phone number that exists with a Rank 1 address in the United States. **Pull exports** of Name and Mobile Phone Number.

Advanced

A: **Create a quick query** for parents of students on Day 1 in the Camp Carnegie Senior Search population. **Pull exports** of Relation First and Last Name, Relation Email, Person Name, Person Entry Term.

B: **Create a quick query** for a postcard send to students whose first-ranked mailing address is in Tennessee. Our VP has also asked that this mailing only go to students who are part of the Undergraduate STEM population. How many students will be on the list? Pull their necessary address information.

5 Deliver Campaign Reporting

Build basic and enhanced reporting.

- + Performance + Funnel
- + Ping + UTM
- + Search + Source Conversion
- + When to Send

Email Performance

Metric	Total	Unique Opens	Unique Clicks	Open Rate	Click Rate	Click to Open Rate
/ Academic Category						
#02 Yield - Check off your Warrior next steps ✔️	7848	5177	496	66%	6.3%	9.6%
#03 Yield - Get to know our faculty, {{Person-Preferred}}	7479	4692	75	62.7%	1%	1.6%
#04 Yield - Opportunity is waiting, {{Person-Preferred}}!	7198	4579	154	63.6%	2.1%	3.4%
#05 Yield - Your Fall 2023 Bucket List	6931	4222	142	60.9%	2%	3.4%
#06 Yield - Lock in your financial aid, {{Person-Preferred}}	6598	4254	365	64.5%	5.5%	8.6%
College of Education	389	216	11	55.5%	2.8%	5.1%
College of Engineering	1164	746	72	64.1%	6.2%	9.7%
College of Fine, Performing & Communication Arts	424	276	14	65.1%	3.3%	5.1%
College of Liberal Arts and Sciences	2561	1702	166	66.5%	6.5%	9.8%
Mike Ilitch School of Business	718	466	34	64.9%	4.7%	7.3%
School of Social Work	47	29	4	61.7%	8.5%	13.8%
#07 Yield - How will you spend your free time? ⏰	5885	3518	25	59.8%	.4%	.7%
#08 Yield - Opportunity is waiting, {{Person-Preferred}}!	5730	3268	21	57%	.4%	.6%
#09 Yield - Check out our WSU students in the news!	5643	3198	12	56.7%	.2%	.4%
#10 Yield - Here's what to expect, {{Person-Preferred}}	5516	3201	46	58%	.8%	1.4%
#11 Yield - We've got your back, {{Person-Preferred}}	5441	3093	21	56.8%	.4%	.7%
#12 Yield - Ready to take the final step, {{Person-Preferred}}?	5340	3039	194	56.9%	3.6%	6.4%
#13 Yield - Need a reason to make things official? ✔️	5220	3091	20	59.2%	.4%	.6%
Total	83158	51567	2844	62%	3.4%	5.5%

Email Conversion Funnel

Metric	Prospects	Inquiries	Applications						Conversion Rates						
			Created	Submitted	Completed	Accepted	Deposited	Net Depo...	Inquiry	App Crea...	App Sub...	App Com...	Accept R...	Yield Rate	Melt Rate
2024 Campaign															
Senior Sear...	515,392	7,816	2,135	2,016	1,779	1,682	46	46	1.52%	.41%	94.43%	88.24%	94.55%	2.73%	.00%
2023 Campaign															
Senior Sear...	337,296	4,274	1,381	1,281	1,042	946	43	43	1.27%	.41%	92.76%	81.34%	90.79%	4.55%	.00%

Form Submissions per Email

Metric	Form Submissions
landing-page-responsive-01	15
landing-page-rsp-02	29
senior-search-01	29
senior-search-02	55
senior-search-04	2
senior-search-05	1
senior-search-06	18
senior-search-07	14
senior-search-09	5
senior-search-11	5
Total	173

Ping Hits per Campaign

Metric	Matched	Unmatched	Total
Landing Page Ping Hits	62	120	182

Metric	Average Emails Received
All Senior Search	6

Metric	Average Emails Received
All App Gen	6

Metric	Average Emails Received
All Yield	3

Metric	Total	Unique Opens		Unique Clicks	
	Sent	Count	Rate	Count	Rate
Time					
1 - Sunday	3	2	66.7%		.0%
2 - Monday	1882	616	32.7%	96	5.1%
3 - Tuesday	5		.0%		.0%
4 - Wednesday	434		.0%		.0%
5 - Thursday	112	74	66.1%	18	16.1%
6 - Friday	233	94	40.3%	17	7.3%
7 - Saturday	7	7	100.0%	2	28.6%

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FIND: WHAT IS THE FIRST AND LAST NAME OF THE ONLY INDIVIDUAL WHO OPENED A MAILING SENT FROM THE UNDERGRADUATE / RECRUITMENT CYCLE FOLDER?

6 Enhancing your Deliver Campaigns

Take your campaigns to the next level.

- + UTM codes
- + Accessibility tips
- + Form pre-population
- + Liquid markup
- + Content blocks
- + HTML quick wins

Tiny Training Raffle!

RULES: JUST YOUR STANDARD RAFFLE RULES; IF THE SPINNER LANDS ON YOUR NAME THEN YOU WIN!

CARNEGIE

Thank You!

CarnegieHigherEd.com