

HIGHER EDUCATION CASE STUDY

Streamlining Student Enrollment and
Marketing ROI with infoVia's Data Solutions

BACKGROUND

A higher education institution committed to delivering accessible, high-quality education to adult learners faced significant challenges in student enrollment, marketing ROI, and effective data management. The school, which operates 100% online, caters primarily to adult learners.

CHALLENGES

The institution faced several key challenges that were hindering their ability to make data-driven decisions:

- **Fragmented Data Systems:** The existing data warehouse wasn't capable of integrating data from multiple sources (marketing platforms, SIS, course registration, revenue tracking). The lack of unified data made it difficult to generate meaningful insights.
- **Outdated Infrastructure:** The data warehouse was on-premises, limiting scalability and flexibility. Additionally, there was no real-time data or automated processes to support timely decision-making.
- **Revenue Tracking:** They struggled to determine how their advertising spend on social media platforms and marketing campaigns translated into student registrations and enrollments, with limited visibility into which programs generated the most revenue.
- **Internal Expertise:** The institution didn't have the internal bench strength to develop and maintain a more modern data infrastructure. They needed to partner with an experienced vendor who could bring the necessary expertise in data automation, cloud migration, and metadata management.

SOLUTION

infoVia was brought in as a trusted partner to help the institution transform their data systems and unlock actionable insights:

- **Building a Modern Data Warehouse:** infoVia designed and implemented a new data warehouse built on the Data Vault methodology, providing a flexible, scalable, and future-proof structure. This approach allowed for easier integration with various platforms and provided the foundation for real-time data processing. Further, infoVia migrated their on-premises systems to the cloud using Microsoft Azure and eventually Microsoft Fabric, enabling them to take advantage of the scalability and flexibility of cloud infrastructure.
- **Automating Data Feeds:** infoVia integrated data from multiple sources—including the Student Information System (SIS), social media advertising platforms, course registration systems, and revenue tracking tools—into the new data warehouse. This provided a unified view of student behavior, enrollment patterns, marketing performance, and revenue generation.
- **Real-Time Dashboards:** infoVia created data products that enabled real-time dashboards that provided actionable insights on key metrics such as student enrollments, credits registered, and program profitability. These dashboards allowed the institution to track marketing ROI, understand which courses were generating the most revenue, and make data-driven decisions to improve student retention and enrollment.
- **Metadata Management:** Leveraging automation tools, infoVia implemented robust metadata management practices that ensured data accuracy and consistency. This allowed the institution to have greater confidence in their data and use it effectively for decision-making.
- **Targeted Marketing and Outreach:** With the improved data infrastructure, the institution was able to track prospective students who showed interest but didn't enroll. Using this information, infoVia implemented targeted outreach strategies to convert these leads into enrolled students.

RESULTS

By partnering with infoVia, the institution saw a dramatic improvement in their ability to manage and analyze data. Key results included:

- **Real-Time Decision-Making:** The institution now has access to real-time dashboards that provide actionable insights into student enrollment, course registration, and marketing performance. This has significantly improved decision-making, enabling the institution to respond quickly to trends and challenges.
- **Improved Marketing ROI:** With clear visibility into the impact of marketing spend, the institution was able to optimize their advertising strategies. They identified the most effective platforms and channels, leading to better conversion rates and more students enrolling in the programs that generate the most revenue.
- **Enhanced Revenue Tracking:** The new data warehouse allowed the institution to track which programs were generating the most revenue and make adjustments based on enrollment patterns. For example, they were able to identify underperforming courses and either enhance the offerings or redirect marketing efforts to more profitable programs.
- **Increased Enrollment and Retention:** With better insights into student behavior, the institution was able to target students who showed interest but didn't complete the enrollment process. This targeted outreach resulted in a higher conversion rate and increased overall enrollment.
- **Seamless Cloud Migration:** The migration from on-premises to cloud-based infrastructure using Microsoft Azure and Microsoft Fabric ensured greater scalability, flexibility, and long-term sustainability for the institution's data systems.
- **Efficient Data Management:** The new data warehouse and metadata management processes streamlined data collection, integration, and reporting, reducing manual effort and increasing operational efficiency.



CONCLUSION

Through collaboration with infoVia, the institution was able to transform its data architecture, gain clearer insights into student behavior and marketing ROI, and improve overall business performance. With a modern, automated data warehouse built on Microsoft Azure and Microsoft Fabric, they now have the tools to succeed in a competitive online education market. The real-time dashboards and actionable intelligence have empowered the institution to make data-driven decisions that lead to better outcomes for both students and the institution itself.

**Unlock the Power
of Your Data with infoVia**

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