

## CASE STUDY

WHEN YIELD IS A PROBLEM,  
IT'S TIME TO GET PERSONAL  
*The University of Hartford*

## > THE UNIVERSITY

The **University of Hartford** is a New England institution whose more than 7,000 total students include nearly 5,000 undergraduates. Like other schools, the University accepts more prospective freshman than they plan to enroll, knowing that some of these students will choose another college. Colleges refer to the percentage of accepted students who actually enroll as the Yield Rate.

## > THE ISSUES

The electronic Common Application has made it easy for prospective students to apply to college. The laborious task of filling out different applications to three or four colleges has been replaced with filling one common application online. With a simple electronic check mark, students can send their application to any participating college or university. As a result of the ease of applying, students are now applying to more schools.

Like many colleges and universities, the University of Hartford was feeling the effects of students applying to so many schools, making it increasingly difficult to fill their freshman class of 1600. With Yield rates harder to maintain, the University of Hartford turned to **The Allied Group** for help.



**The Allied Group**  
was brought in  
to help the  
University of Hartford  
**improve its  
yield rate.**

**THE Allied GROUP**  
Print • Kit • Mail • Fulfill

### > THE SOLUTION

The Allied Group researched the problem and determined that while the University's marketing materials did an excellent job communicating to prospects, something was missing. *Allied suggested that 1:1 marketing might hold the answer.*

**Allied** proposed that the final marketing publication accepted students would receive from the University of Hartford would be a customized Yield Book. It would show them the things that held the most interest for them individually. It was designed to speak directly to each accepted student.

#### Personalized Cover

*Photograph changes relative to prospective students intended major*  
*Prospective students first name*

#### Personalized Spreads

*Photograph changes relative to prospective students school*

*Blocks of copy change relative to prospective students intended and 2nd area of interest*

*Additional areas of interest change as well as if a double major was indicated*

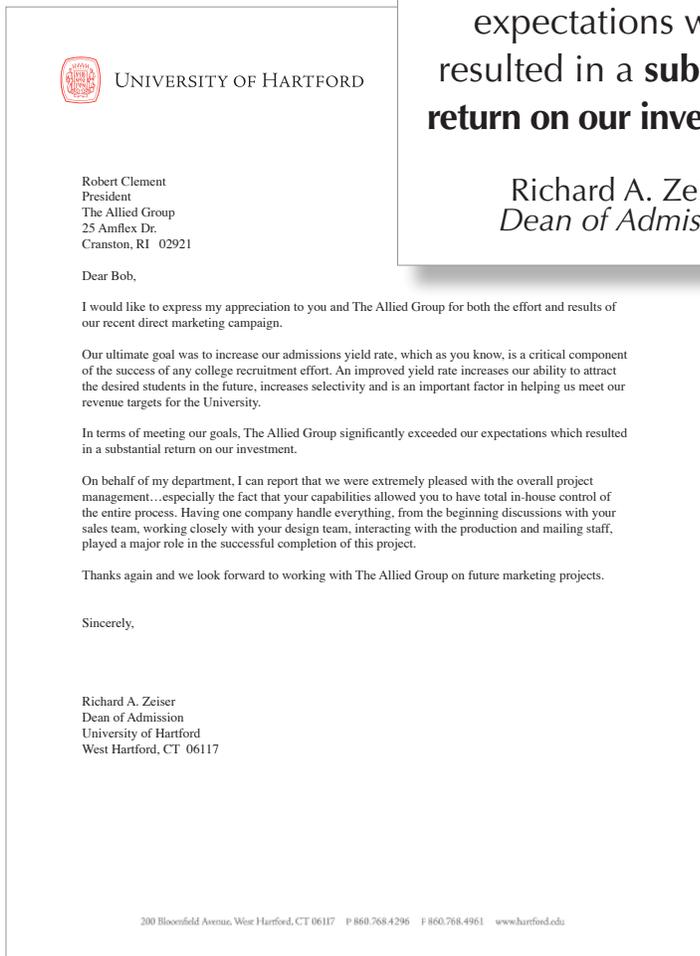
#### Personalized Back Cover

*Copy addressed to individual student as a final close inviting student to attend*



**The Allied Group** was able to coordinate and manage over 2,700 unique combinations of information.

The University of Hartford accepted our suggestions and provided text and high quality photographs that went along with each of the school's eighty-nine undergraduate majors. **Allied's** Marketing and Design team came up with a customized Yield Book that included a photo of a class in each student's preferred major right on the front cover. Students could find pictures and descriptions of their own extracurricular interests inside. The book was designed to help accepted students actually picture themselves at the University of Hartford.



**"The Allied Group Significantly exceeded our expectations which resulted in a **substantial return on our investment.**"**

Richard A. Zeiser  
*Dean of Admission*

## RESULTS

We were able to produce 9,000 variable books within client's budget.

We helped The University of Hartford **increase deposits by over 14%**. The number of deposits received were the highest in school history.

The number of additional students enrolled in year one resulted in **incremental revenue of \$544,270**, and \$1,800,000 projected over 4 years.

National "PEAK" award for best 1:1 Business to Consumer Print.



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