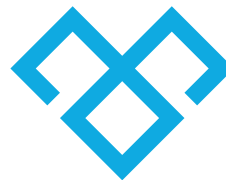




 **ACADEMY of ART UNIVERSITY®**
FOUNDED IN SAN FRANCISCO 1929 BY ARTISTS FOR ARTISTS



MĒĒRA
CONVERSATIONAL A.I.

Case Study:

Academy of Arts University Leverages
Conversational AI to Boost ROI

CASE STUDY



ACADEMY of ART UNIVERSITY®

FOUNDED IN SAN FRANCISCO 1929 BY ARTISTS FOR ARTISTS

Located in the heart of San Francisco, Academy of Art University is the largest private art and design university in the United States. Founded in 1929, the university holds an inclusive space preparing artists and designers for their professional career. An accredited institutional member of the National Association of Schools of Art and Design (NASAD), the

National Architectural Accrediting Board (NAAB), and Council for Interior Design Accreditation (CIDA), people from around the world turn to Academy of Art University for their expertise.

Challenge

As part of Academy of Art University's strategic vision for 2018, they wanted to increase the size of their prospective student pool.

After locating an extensive database of cancelled applications from probable students, Academy of Art University needed to find a way to turn the cancelled applications into prospective students.

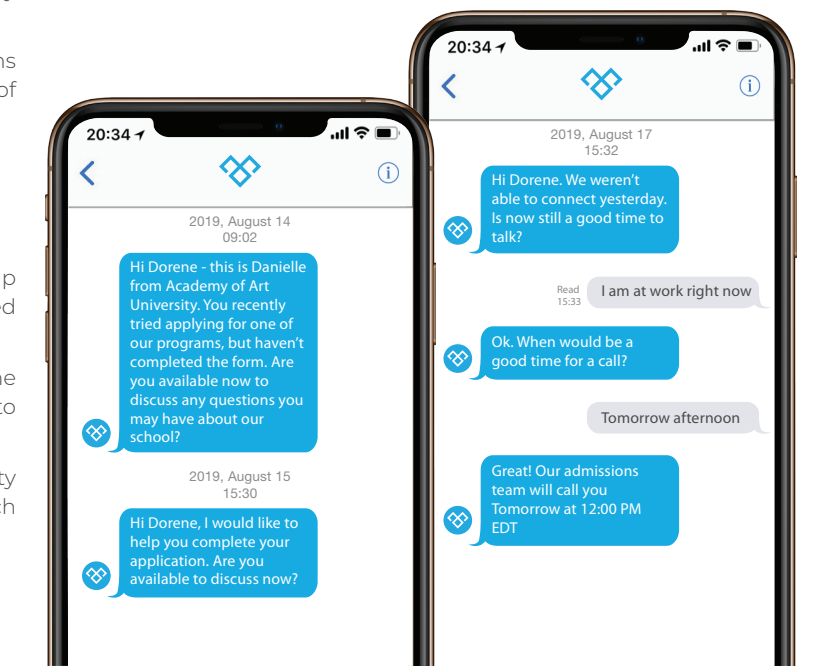
Not wanting to add more tasks to their heavily burdened Admissions team, Academy of Art University sought an expert in the area of performance marketing and technology.

Solution

In early 2018, Academy of Art University chose Meera to help them sift through an extensive database of **3,888** cancelled applications.

As the first conversational C (AI) platform powered by machine learning and natural language processing, Meera was up to the task.

By using Meera, this allowed Academy of Art University to reach out to all the deficient applicants via SMS, which drove inbound calls to the Admissions team.

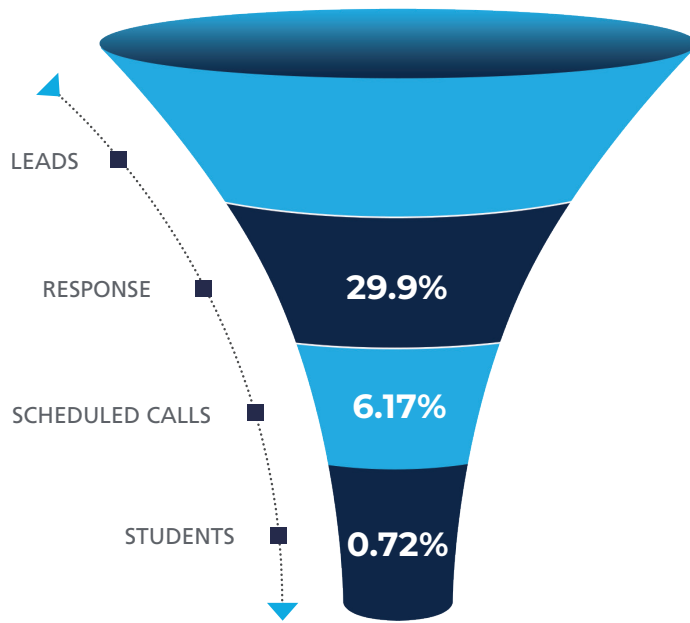


Actual AI Conversation



Results

By communicating via SMS, Academy of Art University was able to reach more students who responded more readily, as it fit the student's busy lifestyle, providing them with the ease to make a life-changing decision.



5%

Due to an influx of inbound emails, the overall CTR for emails is around 5%.



15%-60%

However, research is finding that people are more likely to click through on an SMS message, with CTR landing around 15%-60%.



625%

This was a return on investment (ROI) of 625%.

About Meera

Meera.ai is a leading conversational AI platform. Meera specializes in conversational lead development and nurturing. Our AI powered platform will communicate with your leads using machine learning to start conversations with your sales, marketing or admissions team. This pioneering platform improves conversion rates and boosts sales for clients in all industries.

Discover how Meera's conversational AI platform can turn your cancelled applications into converted leads.