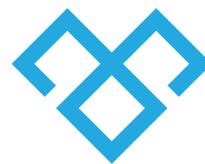




ANTIOCH UNIVERSITY



MEERA.ai

— HUMANIZING TEXT-MESSAGING —

Case Study:

Antioch University achieves a **78%** Improvement in Contact Rate and Increase in Application Rate by **120%** with Meera's Text-Based Automation Platform

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Case Study

ANTIOCH UNIVERSITY

Founded in 1852 in Yellow Springs, OH, Antioch University is a private non-profit university system with a mission to provide learner-centered education to empower students with the knowledge and skills to lead meaningful lives and to advance social, economic, and environmental justice. The University has five campuses located in four states as well as an online campus and the low-residency Graduate School of Leadership and Change.

Challenge

Antioch University had difficulty getting value from their Facebook advertising and wanted to find a way to increase the efficiency at the top of their funnel. The current Facebook Ads were only yielding a contact rate of 12.9% and a 1.37% Application rate.

These conversion metrics were not producing a ROI to justify running the campaign.

Solution

Antioch University engaged with Meera.AI to adopt a marketing automation strategy that connected their Facebook Ads with preferred channels that prospective students liked to communicate through, such as SMS.

- Meera sent out personalized messages to engage with their prospects after they had expressed interest in their Facebook Ad.
- Antioch University Used Meera's appointment setting and call transfer feature to schedule appointments and connect more prospective students with the admissions team.



Actual AI Conversation



MEERA.ai

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Facebook Lead Ads Campaign without Meera A.I



12.90%
Contact Rates



1.37%
Application Rates



Facebook Lead Ads Campaign with Meera A.I



22.90%
Contact Rates



3.01%
Application Rates



Overall Improvement



78%
Contact Rates



120%
Application Rates

Results

Meera allowed Antioch to optimize their Facebook Ads by engaging the prospective students through preferred channels of communication such as **SMS**, this resulted in turning around the Facebook campaign focusing on improved contact rates and **application rates**.

- Meera Increased contact rates by **78%**
- Meera increased Application rates by **120%**

About Meera

Meera is a leading Text-Based Automation Platform. Meera specializes in conversational lead development and nurturing. Our A.I 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.

Streamline your business with Meera's Text-Based Automation platform

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