

OPEN  
UNIVERSITIES  
AUSTRALIA

CASE STUDY

# Successfully leveraging OUA national marketing reach to suit different university needs



September 2021



After collaborating with our university partners, OUA has developed flexible service options which allow universities to leverage our national marketing by choosing the level of support they need.

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For universities with a developed lead nurturing system, Lead Referral Services is an additional acquisition channels which attracts qualified leads.

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New leads are transferred across to universities for completion of the sale and enrolment. Universities only pay for the leads they convert into enrolments.

OUA Lead Referral is a non-exclusive agreement, no minimum program or unit commitments, no financial risk and universities keep control over pricing.

#### 2020 Lead Referral growth:

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11  
UNIVERSITIES

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70  
PROGRAMS

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# For one university partner lead referral became their highest converting lead source



**NESSA**

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Master of Employment Relations,  
Griffith University and MBA,  
RMIT University



# One current University Partner chose Lead Referral Services to complement their other existing acquisition channels

In time for March 2018, this university chose 18 programs in the Business/Management, Health, Media/Communications and Information Technology disciplines at both the undergraduate and postgraduate levels to test whether Lead Referral Services was right for them.

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Many of these programs were not exclusive to the OUA marketplace and complemented other established programs already offered within the portfolio.

One of the advantages of Lead Referral Services is that programs can be seamlessly and quickly added to the marketplace so that universities can start taking advantage of national marketing efforts as soon as possible. Within 3 weeks of the agreement with OUA being approved, the university started to receive new qualified leads from OUA. At the universities request these new leads were initially transferred by email-to-case integration into their CRM system.

Over the next few months, OUA worked closely with the university to help them to steadily improve their enrolment conversion rates. By sharing our experience in helping online students choose the right program and knowledge of online content best practice, OUA has helped this university to achieve an enrolment conversion rate of 7%. This conversion rate is based on known prospects which are qualified, higher quality leads and enrolments post census, providing an accurate performance result. This conversion rate was post census and spanned the 18 undergraduate and postgraduate programs they originally offered.

## OUA is now the highest converting lead source outside of their own website lead capture, making up 25% of their overall student base.



In 2019, this university was receiving an average of more than 180 leads per week. In 2020\*, this has grown to nearly 200 leads per week, a year on year growth rate of 11%. OUA is now the highest converting lead source outside of their own website lead capture, making up 25% of their overall student base.

In addition, through careful lead nurturing over the long consideration periods applicable to postgraduate study, this university expects that conversions from OUA leads will continue to steadily grow over time.

As a result of OUA's success in attracting high quality leads which led to new student enrolments, this university has since expanded the number of programs available through the OUA marketplace by 27%. Furthermore, after initially starting with lead transfer via an email integration solution, the university has since cemented Lead Referral Services as a viable lead source and has implemented a Web Service API integration. This integration benefitted the university by providing a two-way data exchange which created efficiencies in lead nurturing and offered greater administrative accuracy.



**KELLY**

—  
Bachelor of Accounting  
University of South Australia

A portrait of a young man with short dark hair, smiling, wearing a light grey button-down shirt. The portrait is set within a circular frame that is partially obscured by a purple-to-pink gradient bar on the left side of the page.

**DANIEL**

—  
Bachelor of Business  
Griffith University

## OUA attracts the qualified lead, you make the enrolment

OUA attracts qualified leads captured by a simple form on the relevant program page of the website.

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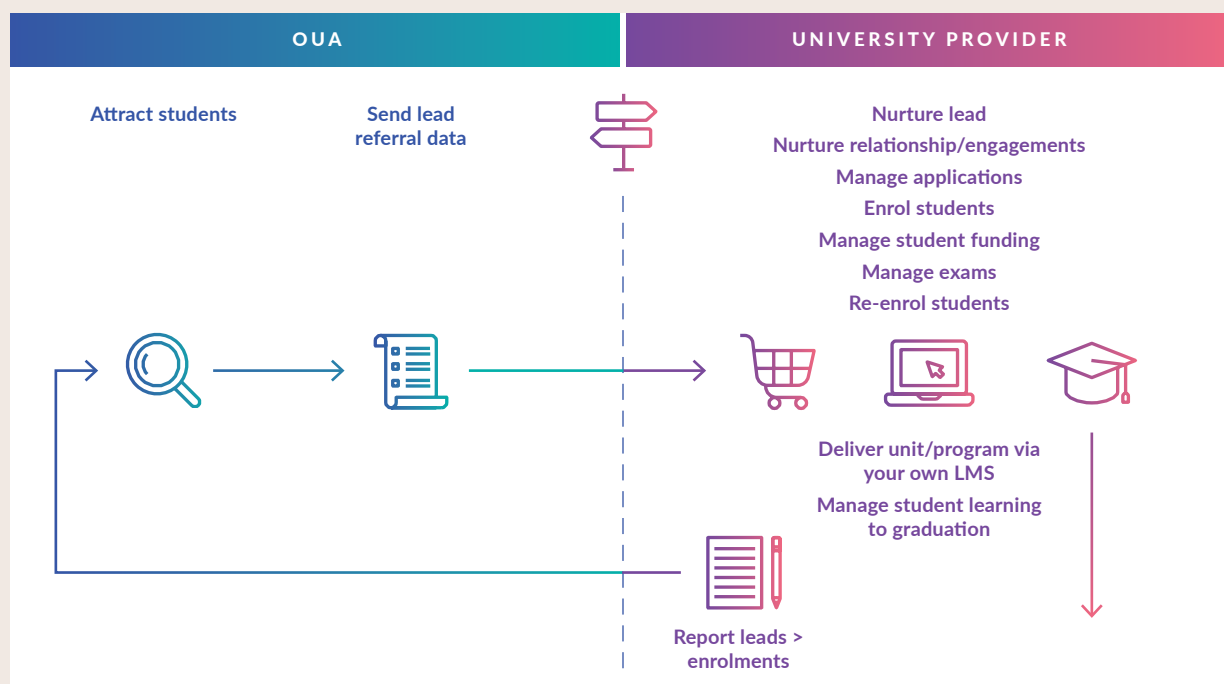
Developed through testing to ensure adequacy and an optimal experience for the student, this form requests the students name, email address and phone number.

This process ensures that universities are receiving higher quality leads from students who have expressed an interest in the actual program. These qualified leads are securely transferred in real time to the university via the method

best suited to their current systems for the completion of the sale and the enrolment.

Unlike other options available in the market Lead Referral Services is a pay for performance channel. Universities pay a performance-based fee structure for the enrolments which are attracted post census. This helps to shield universities from the risk of student drops.

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Lead Referral: How it works

**If OUA doesn't deliver enrolments, universities are not charged**

All the while receiving the benefits of OUA national marketing efforts.

OUA promotes programs without prejudice or financial risk to the university. This also means that the volume of leads a university can expect to receive from OUA varies by program, university study periods and the time of year. Although leads are transferred in real-time OUA typically experiences four peak lead volume times throughout the year which align to university study periods. These are generally around February, May, August and November.

# To explore new partnership opportunities

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## Contact the partner team

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