

“Why can’t I just use email?”

Many “e-recruiters” solicit college admission officers offering email-only student inquiry generation programs. These electronic mail vendors cost less ... but can “email-only” get you the inquiries you need?

To find out, a large national university ran a split test between their longtime partners at Royall & Company and an email-only recruiter. The result?

Royall’s multi-channel campaign generated five times as many inquiries as the email-only Company X.

Both Royall & Company and Company X contacted 66,000 students. Company X generated 2,700 total responses. **But, by having a mail, login, and email option for response, Royall generated 14,628 responders.**

Royall & Company was also more successful in generating inquiries via email-only recruitment. **Royall’s email campaign outperformed Company X’s by over 100%**, generating 3,842 more inquiries through the use of strategic, creative, and enticing direct marketing tactics.

Deliverability was another key factor in the success of Royall’s email campaign. **Royall successfully delivered 12.8% (over 6,000) more emails than Company X**, thanks to proprietary systems that monitor email filters for all ISPs and web-mail services.

Colleges simply can’t rely solely on email recruitment. For this university, an email-only inquiry generation campaign would have meant 7,501 fewer potential students.

While email-only recruitment may seem attractive based on budget alone, this limited approach costs dearly in the long run. What school wants to miss out on 7,501 well qualified potential students?

