



Use your
Associates' Degree
to get a Bachelors
in 6 quarters...



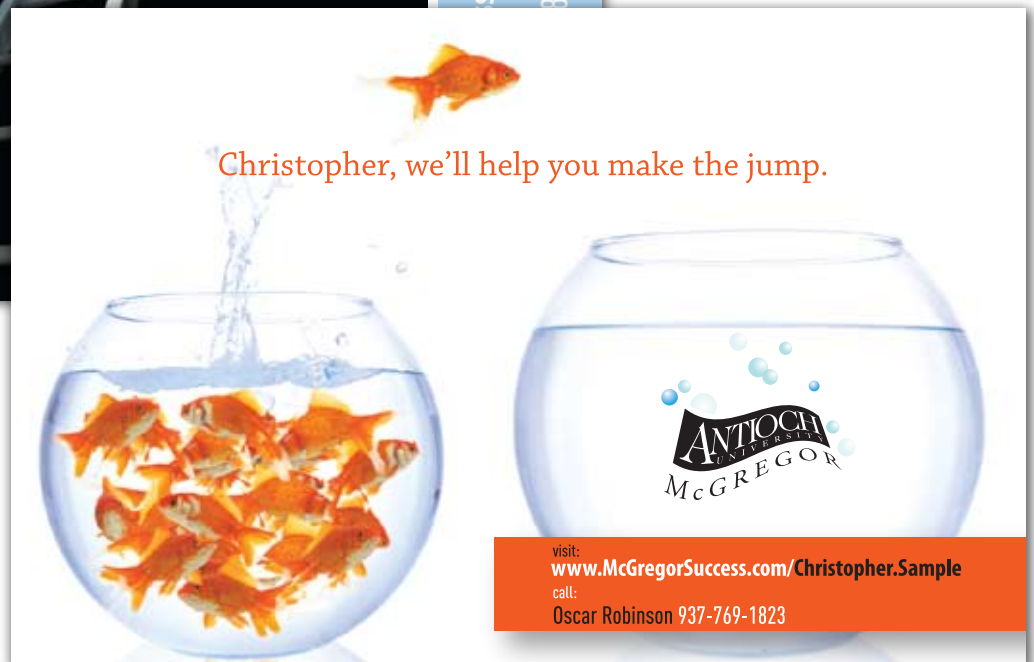
s.com/Christopher.Sample

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"Our personalized url capabilities allow us to intelligently track and improve response rates"

Cindy Woodward
President, Early Express Inc.

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Results

Six weeks into the multi-touch campaign Antioch had 93 new enrollments.

Campaign Objective

To increase enrollment by 50 new enrollments.

Concept

- Create an empowering and encouraging message in a way that allows the recipient see themselves succeeding.
- Large format high-quality glossy postcard. Recipients' name was on the piece.
- A special website URL was created for tracking - McGregorSuccess.com/test.person.