

# CASE STUDY



**STIRISTA**  
FREEDOM TO REACH ANYONE

**GEORGE WASHINGTON  
UNIVERSITY**





# STIRISTA

## CLIENT

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George Washington University, one of the largest institutions of higher learning in Washington, D.C., provides students with the opportunity to gain knowledge and cultivate success. The university provides opportunities with its Master's programs that meet marketplace demands while fulfilling graduates' ambitions.

## STIRISTA

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Stirista is a database marketing agency specializing in B2B data, B2C data, and email marketing. Stirista's data is used across many verticals, whether for research, marketing initiatives, or lead generation. Stirista's goal is to map every business and consumer with an email address, giving marketers the freedom to reach anyone in a connected world.

## CHALLENGE

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George Washington's renowned business school was spending a large amount of its budget on newspaper ads to promote its project management program. However, the university found itself getting limited ROI from these ads in a highly competitive market. Soon George Washington realized it needed a new approach to encourage students to sign up for its Master's programs.



## PLAN OF ACTION

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George Washington University's ad agency approached Stirista for a more innovative solution. George Washington found that it traditionally had a much higher rate of enrollment from students that attended a seminar about its Master's programs. Stirista created an email campaign that invited recipients to participate in a seminar at the university, which ran in conjunction with the university's existing efforts in print media. The call to action on Stirista's email campaign took users to a landing page where they could sign up for an in-person seminar to learn more about the university's Master's programs. In May 2013, Stirista ran its first email blast in conjunction with a print campaign in an effort to saturate ZIP codes around the university's campus.

## RESULTS

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Eight percent of the target audience opened the email and 670 recipients clicked through to the landing page. Within the next 15 days, more than 30 percent of these users attended the university's informational seminar. George Washington was ecstatic with the results of the campaign, which was its most successful marketing initiative to date.