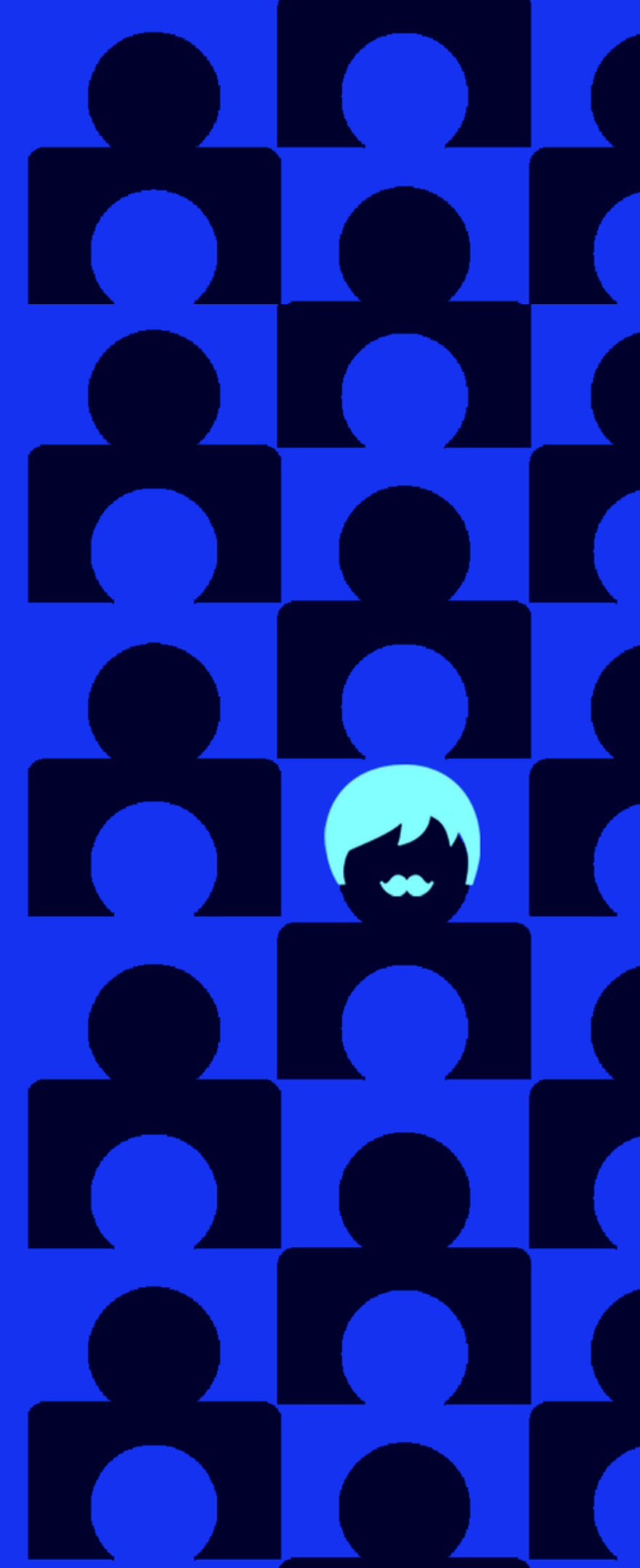


CASE STUDY

ISIL

Student enrollment: How ISIL
increased conversion rates
by 33% with SalesWings

Presented by  **SALESWINGS**



The Background

ISIL (Instituto San Ignacio de Loyola) is a famous higher education institution in Peru, investing heavily in paid acquisition to attract students.

With five different business units each offering a wide range of online and offline programs, ISIL welcomes more than 15000 students from diverse backgrounds and interests. Whether they're a student pursuing a technical career, a company looking for corporate training, someone interested in short courses, or even a graduate aiming for a master's or bachelor's degree in the United States, ISIL has something to offer.

We recently spoke with Katia Elizabeth, Head of Technology Solutions at ISIL, to better understand the challenges ISIL faces in today's digital landscape.

With 22 national and international accreditations and more than 39 years of experience, ISIL is one of Peru's leading Higher Educational Institution.

ISIL

The Challenge

Choosing an education program is one of those big life decisions, and most prospective students start their research several months before enrolling into a program.

In a few clicks, anyone can start browsing through a program's offering, virtually visit a campus, and check an institution's reputation online. The challenge?

- Education offerings are vast and competition is tough
- Sales cycles are long, with short decision cycles
- Long research periods means a lot of leads come in - many of poor quality

Without the right technology, the main challenge for the ISIL enrollment team was to identify the best moment to reach out to prospective students and cut through the noise.

To compete in this crowded market, Katia needed to find a way for ISIL to provide their enrollment team with relevant, accurate, and compelling information... while also ensuring data privacy and security compliance! That's why Katia decided for ISIL to move away from their marketing solution (Pardot) and use SalesWings + Salesforce Marketing Cloud to boost enrollment.

“

Before SalesWings, we used to qualify leads manually and the results were subjective, sometimes completely wrong. In the end, the commercial team did not believe in the data. Now, with SalesWings, we have quality information in real-time that both Marketing and Sales trust and use.

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Katia Garvich San Martin
Head of Technology Solutions
ISIL

The Solution

SalesWings automatically translates the first-party data intent collected on ISIL websites into sales and marketing insights.

ISIL is using SalesWings AI-driven predictive score to understand the urgency of a lead, in conjunction with a scalable lead scoring model to gauge the importance and the propensity to close that prospect. In addition, ISIL implemented SalesWings tags to identify the level of interest of a prospect with respect to specific programs and significantly enhance the impact of each communication with tailored messages.

Sales and Marketing teams can then access the scoring and date of last online visit in list views in Salesforce directly, helping them prioritize their outreach effort.

With the SalesWings lead intent summary displayed on the lead and contact object in the CRM, the commercial team also unlocks an in-depth understanding of prospect's behavior, helping them prepare for a better conversation.

SalesWings B2B Studio

SalesWings B2B Studio is a Salesforce certified lead and account insights platform for powerful first-party intent insights.

SalesWings allows for fast and flexible behavioral data collection, the identification of interests and readiness for sales, and achieving superior campaign engagement, sales and marketing alignment and sales efficiency.

The Results

Visualizing interests in courses, programs and how engaged students are in a user friendly and actionable manner with SalesWings helped the commercial team prioritize the most important and urgent leads.

Sales can focus on the most engaged prospective students, while Marketing keeps nurturing the other prospects with personalized communication based on their interests. All the data being available in the Salesforce environment facilitates both teams' day to day and increases productivity.

Since implementing SalesWings, ISIL saw their conversion rates of prospective students increase from 15% to 20% in a year - an increase of 33%.

Using SalesWings helped build alignment between Sales and Marketing who both participated in building the scoring and tagging model. Today, SalesWings has become the trusted provider of valuable insights.



About SalesWings

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