HERE ARE 3 KEY FINDINGS:

1. Make a connection
Students told us emails that spoke to them personally and related to their interests were best:

- "Long, seemingly unimportant information. Not feeling as if it relates to me in any way."
- "If the email is addressed directly to me and is based on what I am interested in."

Our research shows that personalising email with the recipient’s name or subject of interest can increase open rates by up to 4%. Using a pre-header also helps grab attention and can improve open rates by up to 7%.

2. Be clear
65% of students said they normally view emails on mobile and many wanted clearer content:

- "Bad formatting, unhelpful content, irrelevant content, if the emails are oversaturated."
- "Punchy, relevant title and eye-catching design and content."

A one column or responsive design ensures email creative works on any device. Snappy content, clear calls to action and use of buttons also improve engagement – especially on mobile.

3. Stay relevant
Students used the word ‘relevant’ / ‘irrelevant’ 220 times when asked about email engagement:

- "If it has a lot of wording that is mostly useless and has no imagery or some sort of media."
- "Straight to the point, provide interesting, relevant, and fun information."

Targeting your campaign and tailoring your message to that audience is key to improving relevance and driving engagement. Imagery can also be a really good way to get a message across quickly.

For help with your marketing campaign contact: 01242 544 881 / services@ucas.ac.uk or see our website for more creative tips & specifications.