

400 Content publishers.
4 Web staff.
No more bottlenecks.

How Ulster University put
marketers back in control
of their digital experiences.



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THE NEW REALITY

University recruitment has never been harder.



60% of Google searches now end without a click.

Forbes



48% of prospective students use AI to aid their university decision.

UCAS



31% of UK 18-year-olds now plan to live at home while studying – up from 22% a decade ago.

UCAS



84% of Gen Z are concerned about the potential debt incurred by attending university.

IPSOS

The web team bottleneck

X

Acting as intermediaries
for the marketing team

X

Creating friction and
slowing campaigns

X

Governance challenge with
distributed publishing model

AFTER DXP MIGRATION

From intermediaries to enablers.

BEFORE

AFTER

After DXP migration:

From intermediaries to enablers

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The challenge:

International student recruitment



And why personalisation of the
digital experience matters

The future of student engagement

1

Projects to date: Destination pages

Using page builder and components to tell a compelling story for prospective international students.

2

Vision: Use Squiz CDP

More targeted with reaching and engaging prospective students.

3

Goal: Personalise campaign messaging based on source

So the experience feels relevant to that individual.

Getting the data house in order.

The groundwork for personalisation.



First priority: Joining the dots on audience data – the data lives in different places, and they wanted to get improved visibility on campaign attribution.



The ambition: Make the website feel like it's speaking to the individual, not broadcasting to everyone the same way – but maintaining personalisation as helpful, not intrusive.

Looking to the future

Plenty more to explore with component delivery



Small team doing more

Because the tools and governance are right.



A/B testing

Find out what's working (and what isn't) across campaigns.



Component-based design

Marketing keeps pace with recruitment, without waiting on devs.

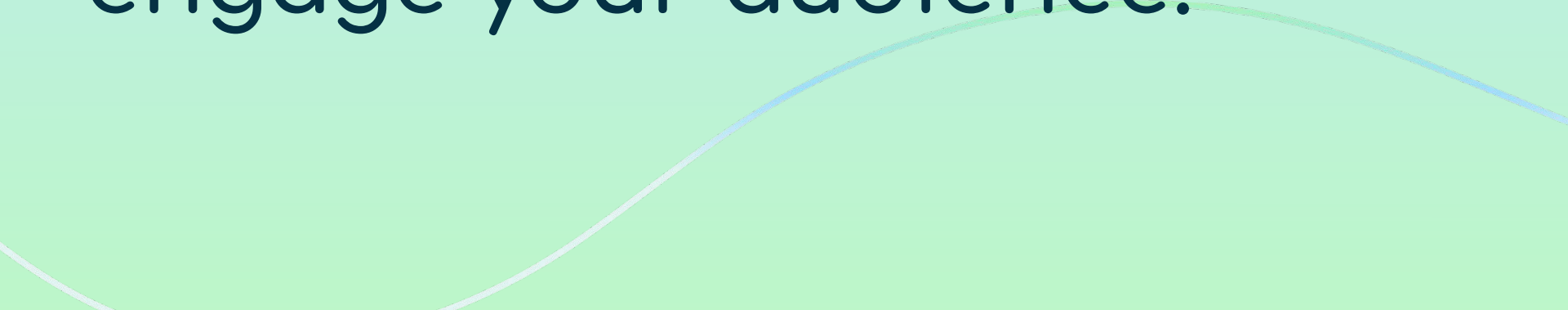
End-to-end campaign attribution

To allocate budget based on outcomes, not just traffic.



Key takeaway:

Empower your marketers
to move faster and better
engage your audience.

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Thank you!

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