EMAIL CAMPAIGNS:
5 ways to boost your email engagement with AI

1 **Smart nudges for incomplete applications**

AI can monitor where a student drops off in the application process e.g., starts but doesn't complete a form, and send reminder emails with just the right message—such as a checklist or a deadline alert—at times when the student is typically most responsive.

2 **Craft custom content**

Through AI, institutions can tailor website content in real time based on a visitor's behavior, location, referral source, or past interactions—even if they haven't logged in (e.g., a returning visitor who viewed scholarship pages could see a homepage banner promoting funding deadlines or aid webinars.

3 **Know what & when to send**

It can also predict the best send times for each student based on past behavior, boosting your open rates. Smart content tools generate message variations for different segments, suggest improvements, and continuously test elements like subject lines and CTAs to find what resonates most.

Watch our Email & AI Marketing Masterclass to learn more

Boosting email engagement with ai

4 **Build a truly personalized journey**

AI uses student behavior, interests, and engagement data to deliver personalized content at scale. Instead of basic segmentation, messages adapt to each student's stage in the application process. One email template can show different content—like visa info for international students or campus visit details for domestic ones.

5 **Understand context, not just names**

Personalization goes beyond using a name. AI can deliver program-specific content, application reminders, and alumni stories based on a prospect's interests, stage of the funnel, or background. It can also promote local or virtual events based on location to boost engagement.