

2U Advances Online Education Enrollment With iHire's Targeted Email Campaigns to Career-Minded Professionals



ORGANIZATION



WEBSITE

www.2U.com

INDUSTRY

Education

HEADQUARTERS

Arlington, Virginia

IHIRE SOLUTIONS

Email Marketing Campaigns

RESULTS

- Launched 2,100+ email campaigns since November 2018
- Generated 35,100+ qualified leads
- Reported a 99.7% deliverability rate and a 57.9% open rate – double the industry average
- Increased enrollments, raised brand visibility, and optimized lead generation



Background

A global leader in online education, 2U connects more than 91 million people with thousands of career-relevant learning opportunities. For more than 15 years, 2U has been dedicated to advancing online education technology and innovation to produce world-class learning outcomes at scale.

With a mission to eliminate the back row in higher education, 2U partners with over 260 top universities, institutions, and industry leaders to provide more than 4,500 digital offerings, from free courses to full degrees.

Challenges

To further its mission to create a better future for all through the power of high-quality online education, 2U identified a need to enhance its enrollment marketing campaigns with more effective audience targeting. Specifically, 2U sought an email marketing partner that could help them reach career-focused individuals seeking to advance their professional development through master's programs.

With more precise email targeting, 2U saw the opportunity to increase the number of high-quality leads, improve conversion rates for master's programs, raise brand visibility, and expand its reach within certain professional fields, such as technology, healthcare, business, social work, and education.

Solutions

After researching enrollment marketing solutions providers specializing in professional development and career advancement, 2U found EDU Solutions by iHire, an employment platform with 57 industry-specific talent communities and a network of more than 15 million career-minded individuals. EDU Solutions by iHire's proven email marketing campaigns could help 2U reach the right demographics and increase enrollment through advanced audience targeting and segmentation capabilities across multiple sectors.

"We chose to work with iHire because of their reputation for targeting specific professional groups and their ability to provide a tailored approach to reaching potential students," said Brittany Bresson, Affiliate Marketing Specialist, 2U. "iHire's platform offered a unique opportunity to connect with job seekers actively looking to upskill and reskill, which aligned with our goals."

When launching a campaign with iHire, 2U provides content and design elements for the email and works closely with the iHire team to determine the right audience. iHire custom-builds that audience from its candidate database

“iHire has helped us refine our lead acquisition strategy by providing access to a more targeted audience. This partnership has allowed us to reduce wasted ad spend and focus our efforts on high-intent individuals, leading to improved efficiency in our marketing spend and higher ROI.”

- **Brittany Bresson**
Affiliate Marketing Specialist
2U

by filtering potential by industry, geography, and education. Then, iHire creates the branded email, obtains approval from 2U, and performance-tests the email across more than 50 devices.

After sending the email, iHire provides 2U with data-driven insights into how the campaign is performing in terms of email deliverability, click-through rates, and more. Further, iHire continually tests new audience segments to ensure they reach the right demographics and reviews the aforementioned KPIs across each vertical.

“We value iHire’s ability to customize their services to our needs, as well as their responsiveness and collaborative approach,” Bresson added. “The data insights and regular performance updates they provide have been instrumental in allowing us to make informed decisions and optimize our campaigns.”

Results

Since November 2018, 2U has worked with iHire to launch more than **2,100** email campaigns. Emails have boasted a remarkable average deliverability rate of **99.7%**, while generating more than **35,100** unique leads. 2U believes the leads from iHire are well aligned with its target audience given the high engagement with its emails.

On average, 2U’s campaigns have seen a **56.9%** open rate – double the **industry average for the education sector**. Because 2U and iHire’s targeting has gotten more accurate over time, the open rate has increased year-over-year, averaging **86.4%** from 2023 and 2024.

As for top-performing industries, 2U has seen the most success with reaching the right people in the technology, human resources, healthcare, social services, accounting, and sports sectors. For example, nearly **7 million** emails have been delivered to the iHireTechnology audience, generating an **88.4%** open rate.

“iHire has helped us refine our lead acquisition strategy by providing access to a more targeted audience,” Bresson concluded. “This partnership has allowed us to reduce wasted ad spend and focus our efforts on high-intent individuals, leading to improved efficiency in our marketing spend and higher ROI.”

Looking forward, 2U plans to expand its collaboration with iHire by exploring additional audience segments and trying new campaign strategies – for instance, integrating more data-driven approaches like A/B testing for email content and subject lines to optimize its lead generation efforts. Also, 2U expects to test promoting newly added programs with iHire’s audiences to evaluate which resonate best and refine its approach to reach the right candidates.



www.ihire.com/education

