



A Success Story



Featured School Benefits



Personalized Landing Page

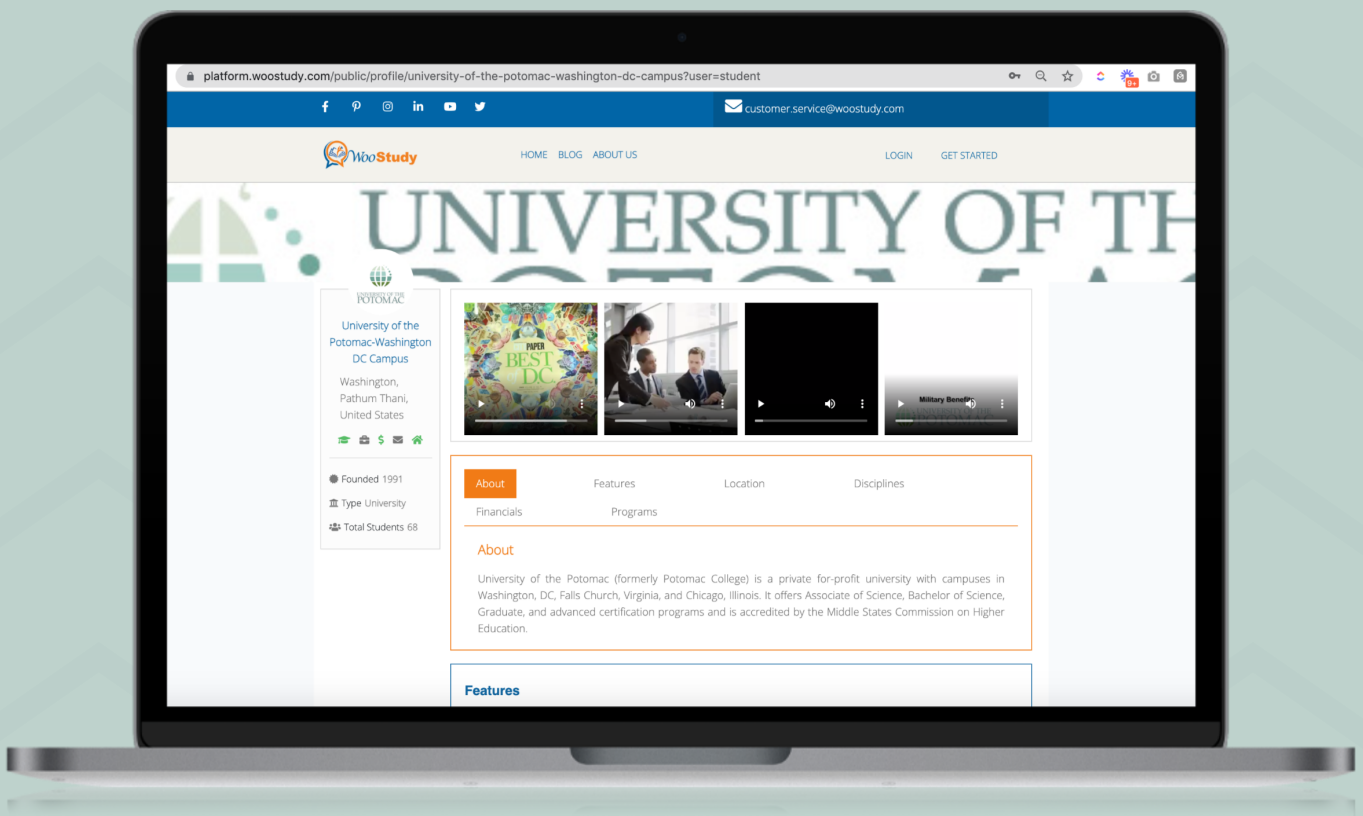


Lead Generation

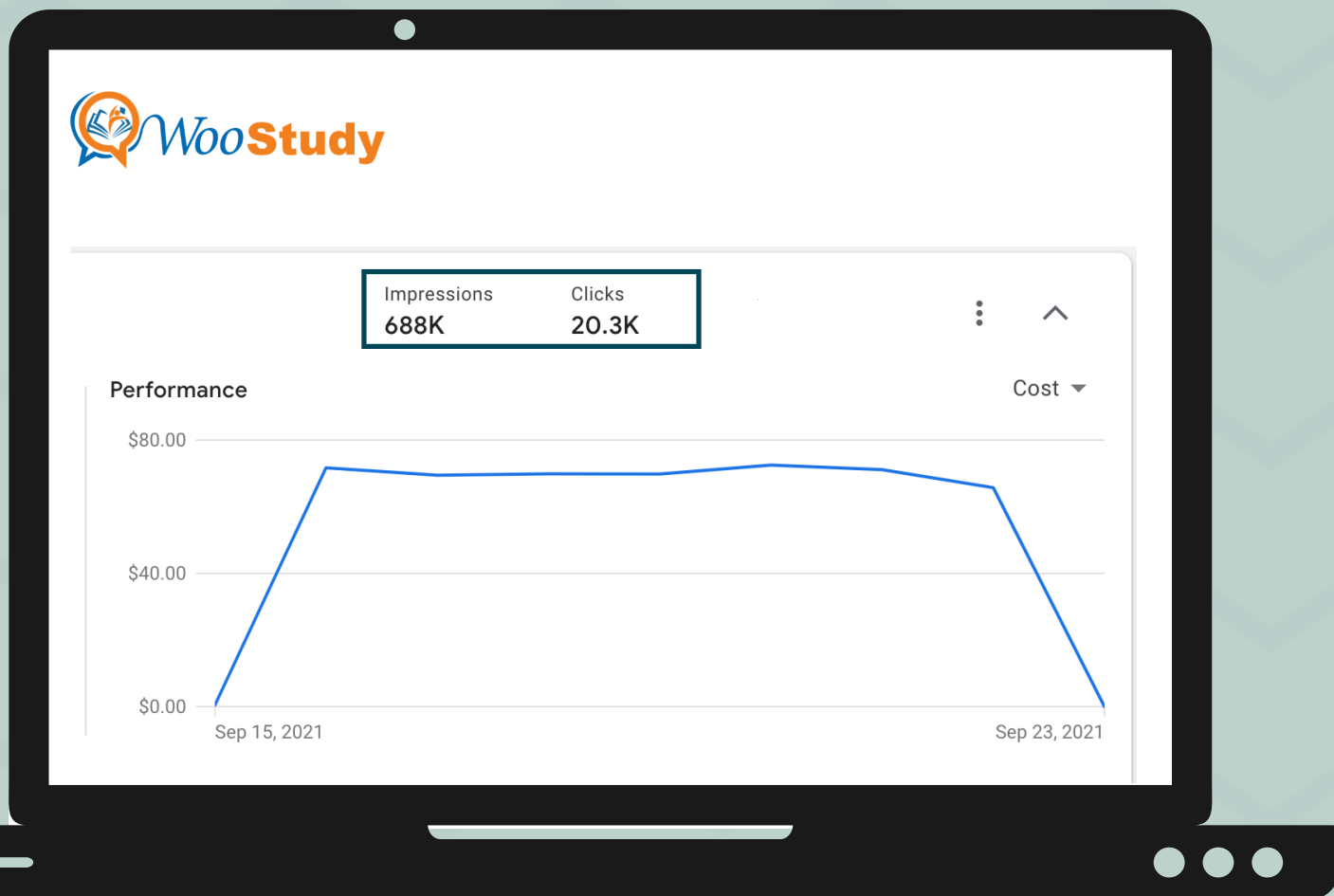


Lead Filtration

Personalized Landing Page



Lead Generation 9 day campaign



4,380

STUDENT LOGINS

794

CHATS

Lead Filtration

Sorting the good leads from the bad

Step 1

Welcome Emails to
all Students

Step 2

Reading all chats to
filter the valid ones

Step 3

Asking students to
specify programs

Step 4

Matching programs
with UoTP offerings

Step 5

Getting student
documents,
certifications



Tiers of Qualified Leads

Tier 1:
Qualified Leads
(with documents)



Tier 2:
Qualified Leads
(interested in
programs
matching UoTP)

Tier 3:
Qualified Leads
(talked to chatbot, valid
emails and phone
numbers)

THE NUMBERS

4

Tier 1



55

Tier 2



128

Tier 3





Simplifying Search



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