

312 appointments from 3,787 cold leads

Email and one-way texts could not reach thousands of aged AMDA inquiries. Two-way texting with live agents and warm follow-up calls turned them back into conversations.

312

admissions appointments booked

3,787

aged leads worked

\$26.49

cost per appointment by text

THE CHALLENGE

What was in the way

- 3,787 inquiries, many about two and a half months old, represented \$485K to \$570K in advertising already spent.
- Emails went unopened and one-way automated texts were ignored.
- Calls from their previous voice AI averaged 22 seconds, too short to book anything.

WHAT CHANGED

What Palera changed

- Palera automated 12 personalized touchpoints in Slate, AMDA's CRM, so every lead was followed up on time.
- Live agents answered two-way texts around the clock, so students got a real reply whenever they wrote back.
- Warm follow-up calls from live agents turned conversations into admissions appointments.

RESULTS

The numbers

CHANNEL	REACH	RESULT
Two-way texting, 24/7	3,787 texts sent	747 conversations (19.7%) and 141 appointments
Live outbound calls	3,513 calls made	562 contacts (16%) and 171 appointments
Cost per appointment	Text: \$26.49	Phone: \$30.14

Total outreach cost was \$8,889. AMDA projects 62 to 94 enrollments and \$3.0M to \$4.6M in tuition from this work, based on its \$49K average tuition.

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By combining automation, two-way texting, and human outreach, our aged leads became real conversations and booked appointments, putting us back on pace for the class.

Michael Keller

Senior Vice President of Enrollment, Communications and Engagement, AMDA