Fulfillment Email Over 170 Pieces of Dynamic Content Used

| Fulfillment Email | МС | NMU |
|---------------------|--------|-------|
| Open Rates | 26-29% | 45% |
| Click Through Rates | 5% | 14% |
| Click to Open Rates | 15% | 32% |
| Unsubscribe Rates | 0.10% | 0.01% |
| Delivered: 22,385 | | |



Congrats on Acceptance

| Acceptance Email | MC | NMU |
|----------------------------------|--------|-------|
| Open Rates | 26-29% | 53% |
| Click Through Rates | 5% | 5% |
| Click to Open Rates | 15% | 10% |
| Unsubscribe Rates | 0.10% | 0.20% |
| Delivered: 3169 Since 1/16/18 | | |

HORTHERN MICHIGAN UNIVERSITY

ondralu

YOU'RE A WILDCAT.



Kari,

You're admitted to Northern Michigan University! Now take a deep breath and enjoy the feeling of a job well done. We're excited that you're considering joining us for what's sure to be a wild adventure.

Distinctively Northern.

This is who we are - to the core.

Click the circles to get a glimpse of how Wildcats embrace our values.





COMMUNITY CONNECTIONS ENVIRONMENT





INCLUSION



riptions | Update Profile | Cne-Citck Unsubscribe Manage Sube

View this e-mail as a web page.

Academic Email for EEGS



EXPERIENCE EARTH, ENVIRONMENTAL & GEOGRAPHICAL SCIENCES AT NORTHERN

Academic Email MC NMU 26-29% 36% Open Rates Click Through Rates 5% 4% Click to Open Rates 15% 10% Unsubscribe Rates 0.20% 0.10% Delivered: 346



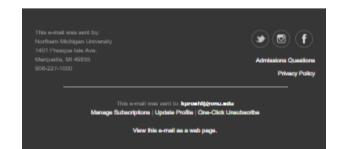
- Engage in immersive, hands-on academics in NMU's Outdoor Learning Area.
- · Experience field work, study abroad and internship opportunities.
- Study contemporary topics such as sustainability, environmental change, hydrology, resource conservation, or Geographic Information Science.

I hope you will join us here at Northern Michigan University. Please let me know if you have any questions. I'm excited to talk with you more about the rich experiential learning in the beautiful Upper Peninsula.

Susy S. Ziegler, Head Department of Earth, Environmental & Geographical Sciences Northern Michigan University

LEARN MORE ABOUT OUR MAJORS

VISIT OUR FACEBOOK PAGE



Apply A

| Apply A Email | MC | NMU |
|---------------------|--------|-------|
| Open Rates | 26-29% | 31% |
| Click Through Rates | 5% | 9% |
| Click to Open Rates | 15% | 29% |
| Unsubscribe Rates | 0.10% | 0.00% |
| Delivered: 13,250 | | |





READY FOR THE NMU ADVENTURE? Apply today!



Apply J

| Apply J Email | МС | NMU |
|---------------------|--------|-------|
| Open Rates | 26-29% | 30% |
| Click Through Rates | 5% | 6% |
| Click to Open Rates | 15% | 21% |
| Unsubscribe Rates | 0.10% | 0.00% |
| Delivered: 12,064 | | |



START YOUR NMU APPLICATION

I'm Kate, your primary contact for everything NMU. If you think of questions about applying to NMU, feel free to contact me. I'm happy to help. I hope to see you on campus, soon!



KATE HOOPER kannala@nmu.edu (906) 250-4672

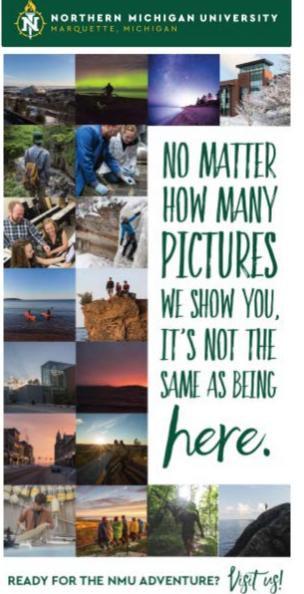
READY FOR THE NMU ADVENTURE? Apply Today!



This email was sent to: kproehf@mmu.edu

Visit A

| Visit A Email | МС | NMU |
|---------------------|--------|-------|
| Open Pates | 26-29% | 30% |
| Open Rates | 20-29% | 50% |
| Click Through Rates | 5% | 13% |
| Click to Open Rates | 15% | 42% |
| | / | / |
| Unsubscribe Rates | 0.10% | 3.00% |
| Delivered: 12,804 | | |



n e-mait was sent by: nhere Michigan Grevenity

Privacy Policy

Visit B

| Visit B Email | МС | NMU |
|---------------------|--------|-------|
| Open Rates | 26-29% | 25% |
| Click Through Rates | 5% | 5% |
| Click to Open Rates | 15% | 21% |
| Unsubscribe Rates | 0.10% | 0.00% |
| Delivered: 11,708 | | |





"This was my first college visit. I learned more about NMU even though I live close by."

> "Excellent visit! Absolutely worth the 10 hour drive. I will definitely be applying come senior year."

well

"This wasn't a cookie-cutter tour. Our guide knew the school and intentionally made our experience personal."

READY FOR THE NMU ADVENTURE? Visit us!

This e-mail was sent by: Northern Michigan University 1401 Presque Isle Ave. Marquetle, MI 49855 906-227-1000



Orientation 1

| Orientation 1 Email | МС | NMU |
|---------------------|--------|-------|
| Open Rates | 26-29% | 40% |
| Click Through Rates | 5% | 10% |
| Click to Open Rates | 15% | 24% |
| Unsubscribe Rates | 0.10% | 0.40% |
| Delivered: 4,002 | | |





Jour story is just beginning. **READY TO MAKE**

THIS OFFICIAL?

Register for Orientation

This e-mail was sent by: Northern Michigan University 1401 Presque Isle Ave. Marquette, MI 49855 906-227-1000 Admissions Questions Privacy Policy



Financial Aid Award Letter is Ready to View

| FA Award Letter Email | МС | NMU |
|-----------------------|--------|-------|
| Open Rates | 26-29% | 57% |
| Click Through Rates | 5% | 30% |
| Click to Open Rates | 15% | 52% |
| Unsubscribe Rates | 0.10% | 0.60% |
| Delivered: 3,189 | | |



Your financial aid award is ready to view in your myNMU account. You'll be receiving a printed letter in the next few days that provides more detail and instruction.

Already set up your myNMU account?

LOG IN HERE

Haven't gotten around to setting up your myNMU account yet?

CREATE YOUR ACCOUNT HERE

