

Recruitment teams must capture and maintain the attention of prospective students while delivering information that feels relevant and timely. With large volumes of prospects, manual outreach makes personalization difficult and time-consuming.

SimplyCast's Targeted Recruitment solution automated personalized engagement at scale, helping institutions deliver the right information to the right students without added workload.

Adaptive Web Forms

Collect prospect information through forms that adapt based on the page or program a student is viewing, automatically building detailed prospect profiles

Automated Segmentation

Prospective students are categorized by program interest once consent is verified, enabling targeted and compliant outreach

Personalized Messaging

Send program-specific messages that adapt based on student interests, behaviors, and engagement level

Engagement Tracking

Monitor when prospects open and interact with messages to identify active and interested students

Assignment & Follow-Up

Engaged prospects are automatically assigned to recruiters based on interest or availability, ensuring timely and relevant follow-up

SMART EDUCATION: THE FUTURE OF LEARNING