



Finding a way to
recapture that
university spirit



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OUR CLIENT

Our client is a world-class educational and research university that ranks within the QS Top 50 Under 50, boasting nearly 60,000 current students and hundreds of thousands of alumni. Despite being a young institution, it ranks within the top 1% of universities globally and prides itself on delivering both an exemplary student experience and strong employment outcomes.



CLIENT REQUIREMENTS

The advancement team at the university handles relationships and communications with alumni, with whom they interact primarily via email. 2024 marks a significant anniversary year for the institution, and the team has been working towards a comprehensive campaign celebrating that milestone with significant engagement goals. They wanted to increase the contactability of alumni by lifting the percentage of valid email addresses in their CRM system.

The data project's primary goal, therefore, was to raise the percentage of valid emails from 48% of their approximately 295,000 contact records to 50% or more. The advancement team sought out DCA's expertise because of a combination of factors, including our specific data enhancement offerings and word-of-mouth recommendations from their industry colleagues.



THE PLAN

The project required careful consultation with all stakeholders, including some internal interests. The client was also sensitive of specific cybersecurity requirements which DCA would need to accommodate. Fortunately, DCA is ISO27001 compliant and PCI-DSS Level 1 certified, so our team is accustomed to managing data in a compliant and secure way.

The advancement team had a strictly defined budget, which meant that the data offerings and services provided by DCA needed to be curated with a judicious hand and an eye to value. DCA's Business Development Manager worked closely with the university's team during this planning phase to ensure that their needs were understood and their particular concerns could be addressed.



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THE SOLUTION

DCA recommended that this data project should begin with a data cleanse, deduplication and address validation. Undertaking these processes first meant that the records used to enhance the client's data, which can incur a per-record cost, were all valid and distinct. This ensured they'd maximise ROI on any future enhancement activities.

After the data was cleansed, deduplicated and validated, the DCA team focused on the email records specifically, as this data was the most important to the client. We completed a data cleanse to confirm that every address was correctly formatted as an email, and then an email ping to check whether or not each distinct email address was still valid.

Then, an email data enrichment exercise followed, in which the DCA team used third party sources to append emails to existing alumnus records where they weren't present and updated emails for records where they had fallen out of date or had been entered inaccurately.



THE BENEFITS

The university contracted DCA with the primary goal of lifting the percentage of valid email addresses in their alumnus and antecedent databases from 48% to 50% or more.

The data project completed by the DCA team was highly successful:

- The processes resulted in a 6.6% increase in valid emails across the advancement team's systems, exceeding the goal originally nominated by the client.
- The project was delivered on time and within the budget set by the university, providing best value within the set parameters of the client's time and money.
- We effectively accommodated the client's cybersecurity concerns by remaining compliant with industry best practice and ensuring that no personal data was lost or exposed during the process.

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DCA DATA SERVICES

With nearly three decades' experience, DCA are leaders in data migration, consolidation, and quality B2B data targeting Australia and New Zealand. Our business is built on having the best people, systems, and solutions on hand for our clients. We are technology agnostic and offer:

- Data analysis, migration, cleansing, and validation
- Lead acquisition and data enrichment
- Expert data services team creating single customer views
- Market planning and assessment
- Data management, donor, and loyalty program management

Our corporate, government, and not-for-profit clients rely on our data, technology and expertise to drive data transformation and make business-critical decisions.

"Working with the team was great, they were really responsive and helpful. Nothing was ever too much trouble. And now, being able to say that we got from 48 to 52%—that's pretty phenomenal."

Director of Operations

Contact us on 03 9320 9000 or visit data.com.au

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database consultants australia