



# Manipal Global provides a warm welcome.

Top Indian education service provider builds more relevant, personalized, and branded customer experiences using advanced audience insights.



manipalglobal



"Adobe Marketing Cloud has transformed the way Manipal Global communicates with its audiences and has delivered amazing results."

*Balakrishna Rao, Chief Information Officer, Manipal Global*

## SOLUTION

Adobe Experience Manager, Adobe Analytics, and Adobe Target solutions within Adobe Marketing Cloud

## RESULTS



### CONVERSION

Increased online applications by 40%



### COST SAVINGS

Reduced student acquisition costs



### CONSISTENT BRANDING

Unified brand experiences across all institute websites



### MOBILE

Boosted mobile traffic by 25% and the mobile visitor community by 40%

## Manipal Global Education Services Pvt. Ltd.

Established in 2001 (previously known as Manipal Universal Learning)

Bangalore, India

[www.manipalglobal.com](http://www.manipalglobal.com)

### CHALLENGES

- Ensuring brand consistency across company websites
- Improving content relevance and enhancing user experiences
- Personalizing content based on visitor profiles to boost application completion
- Developing real-time insights from user behaviors

### Compelling, clear, and consistent

Recognized as one of India's leading education service providers, Manipal Global Education Services (MaGE) offers affordable, flexible, and innovative learning solutions to students, professionals, and enterprises. MaGE offers educational services to on-campus and online students within India, as well as through international campuses. The company also provides corporate training, assessment services, skill development, and professional certifications under the Manipal ProLearn brand.

Manipal Global wanted to enhance visitor experiences on its website by creating uniform brand messaging and increased content relevance, helping to boost online application submissions from prospective students. MaGE previously used Google Analytics to understand the user interaction and engagement with its different websites. After limited success, it realized it needed a customizable analytics solution to get a clearer view of customer behavior and subsequent conversion.

"The key focus of our digital marketing efforts was understanding user behaviors—where visitors are coming from and what they interact with—and refining our efforts to meet visitors' changing needs," says AP Ramabhadran, Senior VP, Manipal Global. "We wanted real-time insights powered by a robust analytics solution to make it happen."

For Manipal Global, its website's purpose is not just to generate leads or increase applications, but also to offer relevant content that's readily available to visitors and students, regardless of device. "The goal was to adopt a single, agile platform for all our websites, increasing content relevance and ease of navigation," says Balakrishna Rao, Chief Information Officer at Manipal Global.

MaGE manages over 20 websites providing information to many audiences, including parents and prospective students, current students and alumni, and institute administration and faculty. The websites are large and complex with web page counts often exceeding 50,000 and more than 3,000 faculty members working on them.

"Such large websites with so many people involved makes it hard to get the consistency that's vital to our branding and reputation," says Ramabhadran. "Having a more consistent, coherent brand experience is a top priority."

The institute's marketing team also wanted to provide personalized content across all websites based on visitor attributes—including whether the visitor is a first-time visitor, prospect, current student, alumni, or faculty, as well as the visitor's location. "Providing personalized content is important as it enhances a visitor's overall experience," says Ramabhadran. "Adobe Marketing Cloud enables us to offer uniform, personalized, and coherent visitor experiences."

“We have observed a 40% increase in mobile visitors and a significant 25% growth in mobile traffic.

“For manipal.edu, within one year of the institute using Adobe Marketing Cloud, the leads on the site have increased by 11%, while the applications increased by 22% year over year.”

*AP Ramabhadran, Senior VP, Manipal Global*

## Streamlined web content management

Manipal Global evaluated several web content management solutions before choosing Adobe Experience Manager, part of Adobe Marketing Cloud. The Adobe solution provides a centralized content management platform, enabling the IT team to create several intuitive templates that web content creators can use to update online content quickly.

“The solution supports more cost-effective and coordinated workflows for updating web content across websites,” says Rao. “We can also design uniform templates that can be used across all websites, making it easy for faculty members to update content efficiently.” The result is a more consistent brand experience.

MaGE is also enhancing its sites with mobile support and social media to reach and engage with larger audiences. As part of its strategy to reach prospective students, Manipal Global has implemented the communities capability in Adobe Experience Manager to communicate globally with prospects, current students, and others through social media platforms, including Facebook, Twitter, and LinkedIn.

Manipal Global is also taking advantage of support for responsive design within Adobe Experience Manager to enable information access and communication across the multitude of devices. “The results are encouraging,” says Ramabhadran. “For one of our websites, manipal.edu, we have observed a 40% increase in mobile visitors and a significant 25% growth in mobile traffic.”

## Personalized digital experiences

Adobe Marketing Cloud, including Adobe Analytics and Adobe Target, helps Manipal Global target website content for different visitor profiles, such as current students, domestic students, international students, faculty, alumni, and prospective students. The integrated solution helps provide personalized content to audiences and directs them to relevant content faster.

Adobe Analytics also helps supply the institute with actionable, real-time data for online strategies and campaigns, while Adobe Target enables it to improve content relevance with dynamic capabilities for designing and executing various statistical tests. “Adobe Marketing Cloud has transformed the way Manipal Global communicates with its audiences and has delivered amazing results,” says Rao. “Overall, we increased online application submissions by 40% across all websites, with the flagship website manipal.edu alone growing by 22% on an already significant base.”

## Higher conversion, enhanced user experiences

Optimized websites supported by Adobe Marketing Cloud are already drawing more traffic and spurring visitors to spend more time on the site. Reports show a significant increase in the effectiveness of websites for attracting and engaging with prospective students.

## SOLUTION AT A GLANCE

• Adobe Marketing Cloud including the Adobe Experience Manager, Adobe Analytics, and Adobe Target solutions. Capabilities used include:

- Sites
- Assets
- Communities
- Marketing reports and analytics
- Ad hoc analysis
- AB testing
- Multivariate testing
- Rules-based targeting
- Automated personalization

“For manipal.edu, within one year of the institute using Adobe Marketing Cloud, the leads on the site have increased by 11%, while the applications increased by 22% year over year,” says Ramabhadran. “Most importantly, the lead-to-application conversion has increased by 18% resulting in significant savings in student acquisition costs.”

Since deploying Adobe Marketing Cloud, the company has also made significant strides in user experience. This has been reflected in a 69% increase in the average time spent by visitor on the website. Manipal Global also realized that visitors are hitting the programs webpage of the institute more frequently—approximately a 14% increase clearly attributable to content relevance and ease of navigation. Additionally, Manipal Global has received several awards and accolades for its websites, including an Abby award at Goafest 2015.

For Manipal Global, Adobe Marketing Cloud has enabled brand consistency, a standardized look and feel, ease of navigation, and timely delivery of content. The Adobe solution will continue to drive website improvements, enhance user experiences, and increase online applications and conversion. “Adobe Marketing Cloud is the backbone of our digital marketing strategy. It helps us immensely by enabling us to gain a better understanding of our visitors, conduct successful web campaigns, and enhance overall user experiences,” says Rao.

### For more information

[www.adobe.com/solutions/customer-experience/web-experience-management](http://www.adobe.com/solutions/customer-experience/web-experience-management)

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)