



Trinity College
HARTFORD CONNECTICUT



ENGAGEMENT

CAMPAIGN RESULTS

3 MONTHS

4,021 visits to Trinity In-App Microsite

3,833 interactions within the Microsite

7,344 opened and viewed Messages

18,612 total interactions

800+ Students "Favorited" Trinity College

ENGAGEMENT SUCCESS

1

4,000

STUDENTS HAVE
DEMONSTRATED INTEREST

2

70%

AVERAGE OPEN RATE
OF ALL MESSAGING

3

140%

INCREASE OF STUDENTS
WHO FAVORITED TRINITY