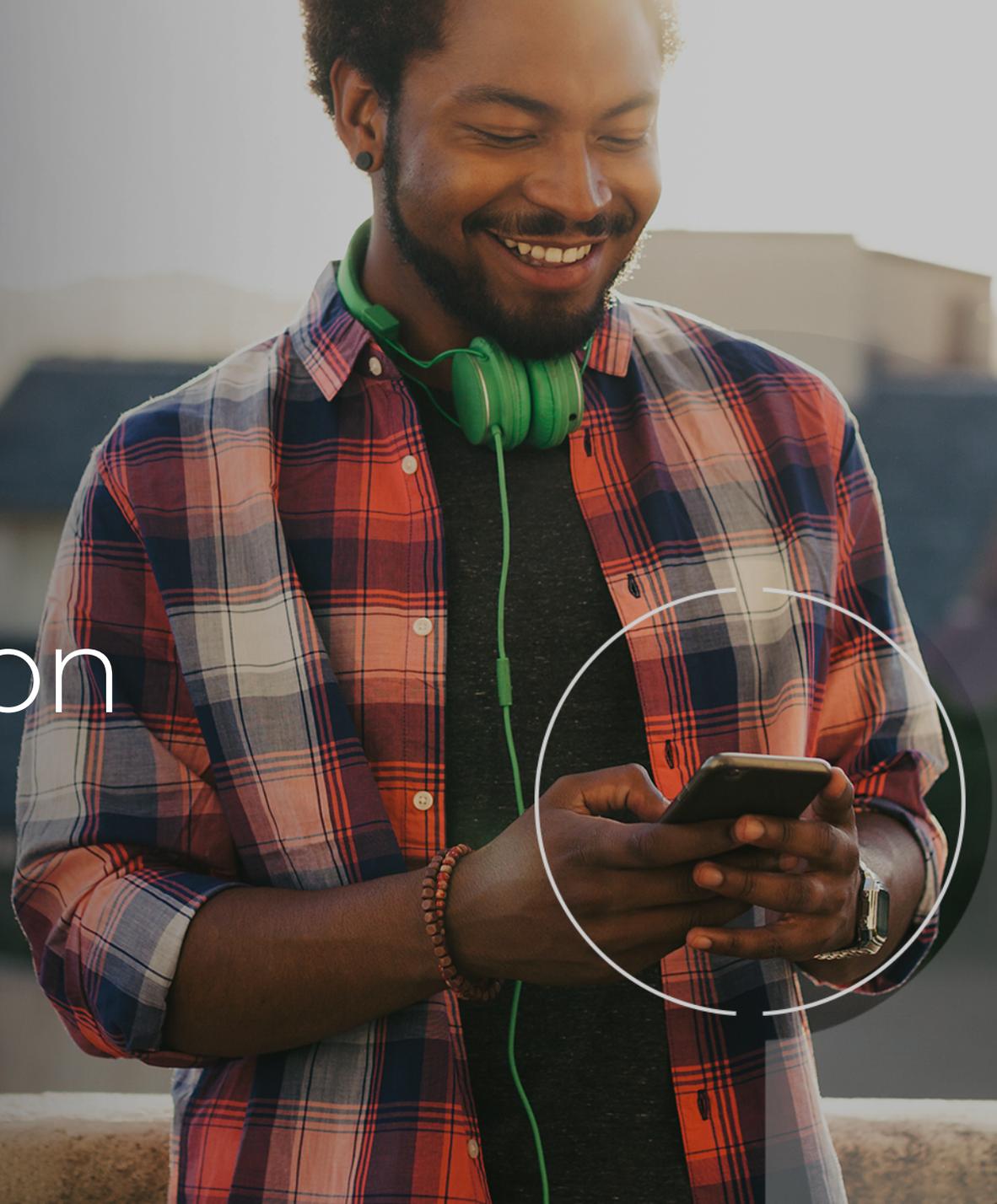




 **Adobe**  
**Solution Partner**  
PLATINUM

# Supporting the New Frontier in Higher Education





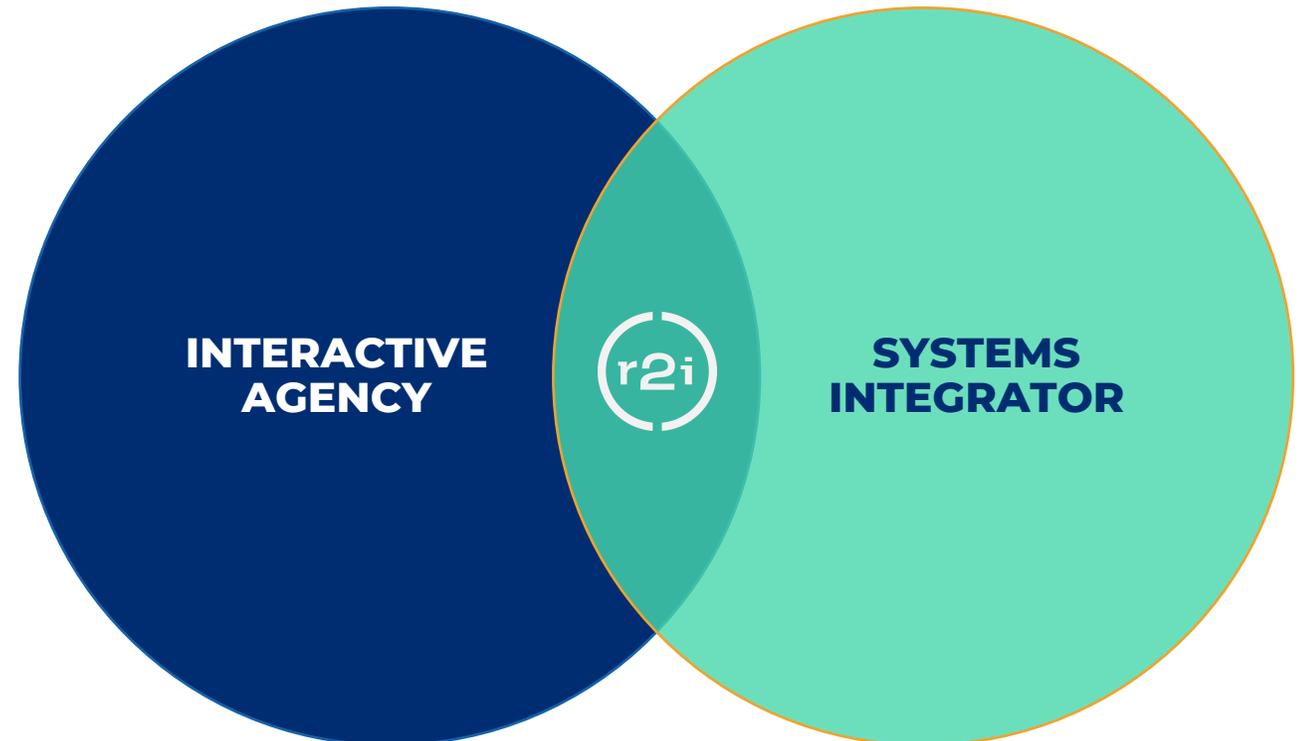
Integrated Technology. Accelerated Results.

We have a relentless focus on combining data, insights, and technology with creative design to drive engaging, high-impact digital experiences. We are a digital agency obsessed with delivering results.

# A New Breed of Agency

Fusing the design and marketing capabilities of an interactive agency with the technical expertise of a systems integrator.

We have the unique expertise to create highly engaging experiences that are deeply functional.



# Integrated Technology. Accelerated Results.

## DESIGN

- Brand Identity
- Integrated Strategy
- Journey Mapping
- Personalization
- Visual Design

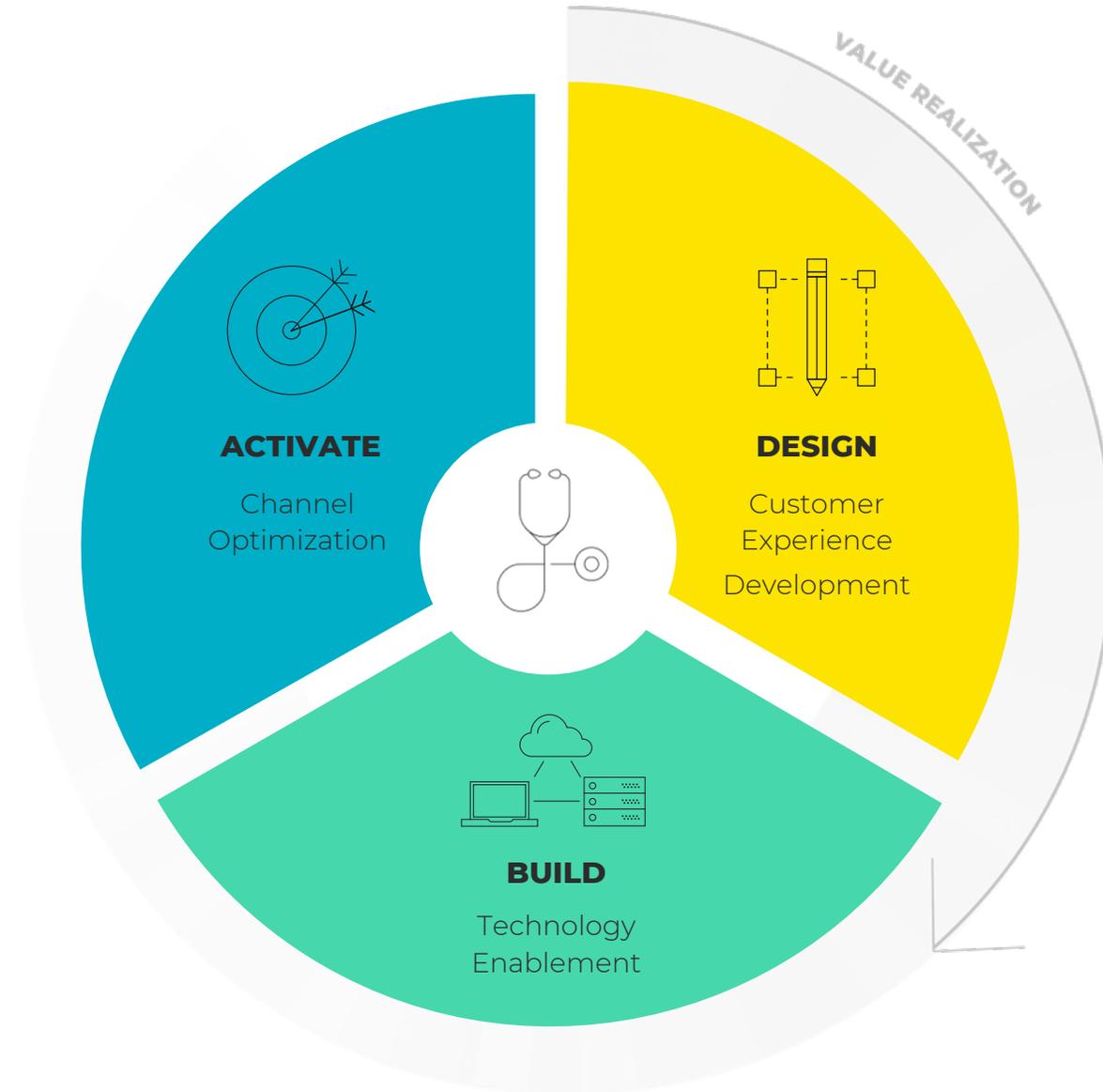
## BUILD

- Marketing Cloud Consultation
- MarTech Migration & Integration
- Website Development & Implementation

## ACTIVATE

- Analytics
- Campaign Execution
- Content
- Data Science
- Media
- Omni Channel Reporting
- Search Engine Optimization

**At R2i we create and evolve digital solutions that connect customer experiences to drive unprecedented impact.**



# R2i Adobe Practice Capabilities

## PRACTICE HIGHLIGHTS

### EXPERIENCE ACROSS MARKETING, AD AND COMMERCE CLOUDS:



ANALYTICS



AEM



AD CLOUD



MAGENTO

**85+** technology skilled resources

**140+** Certifications with Multi Solution Expertise

Specializations in AEM, Analytics and Ad Cloud

Certifications align to cross-functional roles

GDPR, WCAG/ADA Compliance, CCPA

Deep expertise integrating and connecting solutions to drive a single view of the customer and support personalization at scale

### 140+ CERTIFICATIONS ACROSS



ANALYTICS



CAMPAIGN



AD CLOUD



TARGET



AEM



MARKETO

### R2I IS ONE OF 10 REGIONAL PLATINUM PARTNERS WITH MULTIPLE SPECIALIZATIONS

R2i brings a fully integrated digital agency perspective to the Adobe Marketing Cloud. We are not simply a technology vendor who understands how to implement the Adobe Marketing Cloud, we know how to run it too.

# Higher Ed Experience

R2i has experience with a variety of higher education institutions ranging from large universities, private colleges, and online schools. We possess project expertise from re-design, migration to new CMS platforms, demand gen campaigns, analytics, to SEO and social & media management.



Click to add text



# Higher Education

Higher-ed marketers are spread thin, and the industry is rapidly modernizing the way it engages prospective and current students, their families, alumni, donors, and educators. The pressure is on to compete in a crowded space. Competition is fierce and winning. Now more than ever, this requires a fundamental cultural shift where universities think of themselves as a business and students as their customers.

**R2i helps higher ed nurture relevant student journeys and deliver a 360-degree view of the student.** We work with educational institutions to connect the diverse customer base via relevant digital experiences that build a deep sense of commitment and loyalty to the institution, while adding value to the constituent.

## CLIENTS



BOSTON COLLEGE





Accredited  
Partner Solution

A circular inset image on the left side of the slide shows a student sitting at a desk. The student is wearing a denim jacket and is looking at a laptop. There are papers, a mouse, and a small plant on the desk. The image is overlaid with a semi-transparent yellow circle.

# The New Frontier in Higher Education

# New Challenges...

The impact of COVID-19 has plunged the Higher Education industry into a time of great uncertainty. Institutions that will successfully emerge from the global pandemic are those who leverage technology to address two major areas of change:

- **An Increasingly Complex Student Journey**
- **The Rapid Shift to Remote Digital Learning**



# The Key Themes for Adapting to Radical Change...



## 1 STUDENT EXPERIENCE & DATA INTELLIGENCE

- A deep understanding of student lifecycle, journeys, gaps, & risk areas to build empathy and authenticity
- Student audience profiles including relevant data across sources



## 2 CONTENT & ACTIVATION

- Customized, personalized, immediate content through an agile tech stack & infrastructure
- Sophisticated media mix & targeting focused on key regions, programs of study, and audiences



## 3 STUDENT-CENTERED COMMUNICATION

- Personalized cross-channel communications and testing strategy based on student lifecycle
- Authentic and empathetic messaging
- Responsive and agile communications, based on changing scenario and priorities



## PROSPECTIVE STUDENT SCENARIO

Blake wants to study communications at a school in New England. She is ready to vet schools and complete due diligence research prior to applying.

## GOALS & EXPECTATIONS:

She needs to learn about Your University and validate that it's the right school for her.

DECISION GATE

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Enrolls at YU

THOUGHTS & CONSIDERATIONS

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Personalized  
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TOUCH POINTS



MAIL

TECHNOLOGY

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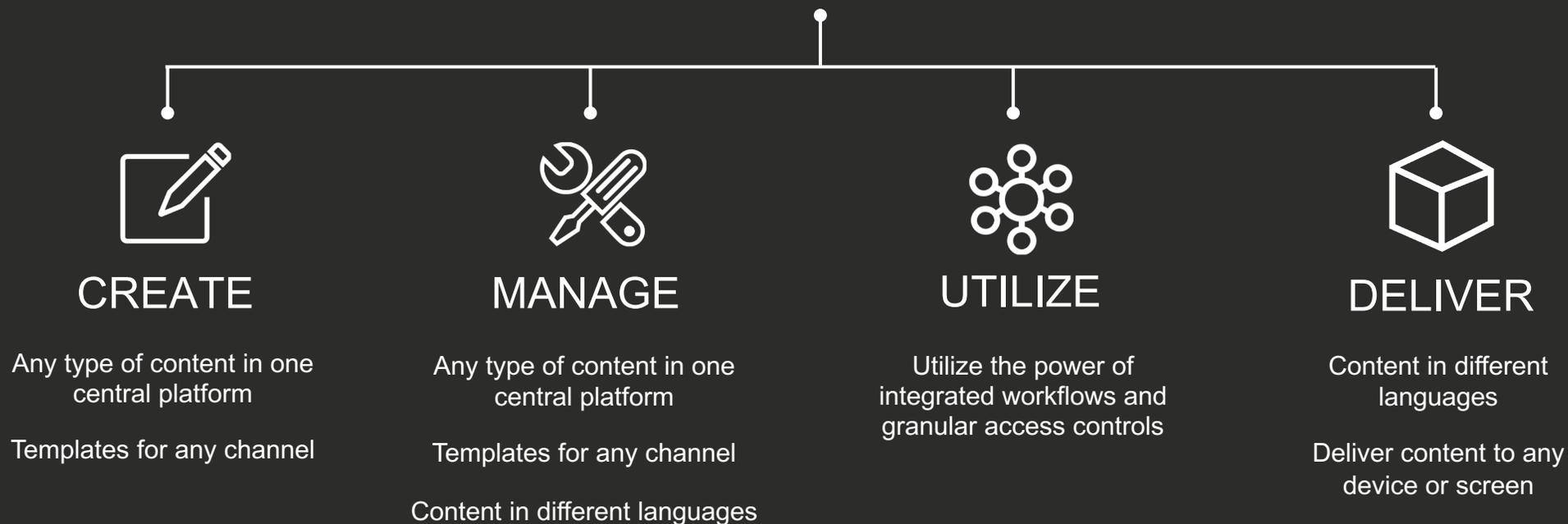
How will Colleges and Universities track, interpret, react, and refine process by leveraging the various data points as shown on this sample student journey?

UNKNOWN

KNOWN

# Supporting A Pivot to Remote Education

Institutions must modernize the tools and strategy to allow the cross-channel orchestration of digital assets to serve both students and educators and minimize the impact to the student experience. This becomes increasingly important with Institutions with multiple campuses, schools, or brands.



Best In Breed  
Technology is the  
answer...

# ADOBE + R2i – Enabling Institutions to Grow

Technology platforms should be an enabler to digital initiatives – not a barrier.

R2i recommends Adobe Experience Manager Foundations as the toolset that will not only enable Higher Education Institutions to adapt, but also serve as the foundation for true growth.



- Adobe is recognized as a leader in both CMS and digital platforms by leading industry analysts such as Gartner and Forrester.
- Adobe Experience Manager (AEM) is architected to provide a digital foundation, including functionality for CMS, Analytics and Personalization
- Adobe has been successfully deployed in a multitude of “Brand of Brand” organizations and is built to scale, making managing multiple properties, assets, and disparate content easy and reduce the IT burden on management.

# Digital Foundation: Why Adobe



Adobe can help Institutions know their students—know what content they respond to, what channels they use, and how you can most effectively target them.



## Adobe Experience Manager

Provides a foundation for creating, managing and monetizing on your digital experiences in a highly secure cloud environment



### Adobe Analytics

Gives you access to all your multi-channel data, and helps all your users make sense of it, creating a clear picture of what's working



### Adobe Target

Testing your digital assets is the most sure way to identify what's working



### Adobe Campaign

Email will become a critical touch point between you and your customers, where you use custom content and measure the results



### Adobe Audience Manager

2nd and 3rd party data to create and amplify customer profiles



### Advertising

Make your ad campaigns more productive by targeting specific segments on any platform.



### Video



Video streaming



Facebook



Demand generation



Content & Creative



CRM



Twitter



Thank You