

# CS Customer Success Stories

Guiding students towards a brighter future with Salesforce Marketing Cloud



**College AVE**  
STUDENT LOANS

- College Ave
- Financial Services
- collegeavestudentloans.com

## Background

Founded in 2014, College Avenue is an online lending service specializing in student loan products such as undergraduate, graduate, parent through to re-financing existing student loans. College Avenue's objective is to help students pay for school as easily and inexpensively as possible. Prior to partnering with Bubblebox all loan application processes were manually managed, very time consuming and inefficient.

## Challenges/Goals

College Ave noticed that many prospective students were abandoning their online loan application form. The reason given was that they felt confused or discouraged by the long list of loan requirements. College Ave sought to increase their form completion rate. The challenges included:

- Required a robust platform to automate personalized emails to students and co-signers based on where they were in the online loan application process.
- With no experience in email automation, the Marketing team at College Ave needed help to create automations with dynamic and personalized content to bring prospective students back to the application process.

“I am very grateful to our Salesforce rep for recommending Bubblebox as an implementation partner. They have proved to be an invaluable resource. We continue to use them for a range of activities, from consulting to implementation. I have learned so much from them about Salesforce's capabilities”.

- Joyce D'addio, Marketing Director | College Ave

## Solution

- College Avenue approached Bubblebox, an expert in Marketing Cloud automation, for an easy-to-use application recovery solution.
- The solution encompassed seven separate automations configured within Automation Studio, an application hosted within Salesforce Marketing Cloud (SFMC).
- Each automation was tailored towards a different milestone of the student loan application process.
- The automations were designed to segment the subscribers based on predefined parameters: the applicant's status and application activity.
- Since the automations are scheduled to run daily, College Avenue simply upload the latest data file.
- Each automation consists of multiple HTML Emails, Data Extensions, and SQL Queries.
- Each email contains step by step directions on how the borrower or cosigner can complete the application.

## Results

College Avenue have experienced a large reduction in the processing time for applications along with a substantial increase in the number of fully completed applications.

The entire process operates without manual intervention, it's fully automated.

College Avenue can review and assess the automations performance via tracking directly within Marketing Cloud.

With the new automations and data extensions in place, College Avenue Student Loans is set to target applicants with the appropriate email communications.