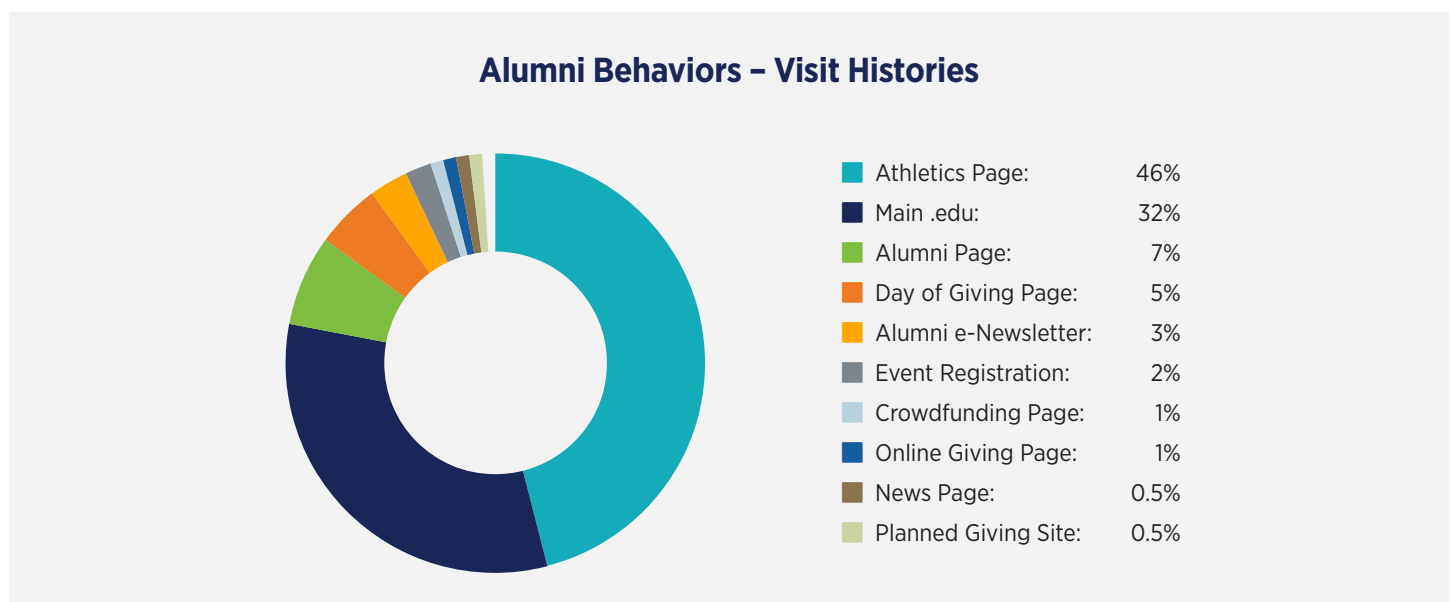# Alumni Visit Behaviors

capture

Who Visits Where?

An institution's website is often compared to a billboard on the information superhighway. But the site should be more than a faded, static billboard. Leveraging it as an **engaging digital development tool** requires an understanding of who is visiting and what they want to see.

Alumni Behaviors – Visit Histories

Athletics Page:	46%
Main .edu:	32%
Alumni Page:	7%
Day of Giving Page:	5%
Alumni e-Newsletter:	3%
Event Registration:	2%
Crowdfunding Page:	1%
Online Giving Page:	1%
News Page:	0.5%
Planned Giving Site:	0.5%

The Process:

By identifying and monitoring alumni visiting across an institution's website — athletics, alumni association, academics and other pages — Capture Higher Ed is uniquely able to match demographic data to individual visitors.

The Results:

Aggregating FY18 behavioral data from across Capture's advancement division provides the first glimpse into who is visiting and where they go online.

- **Athletics Remains a Strong Alumni Connector.** The athletics website is a clear destination for alumni. Although visit habits will vary depending on institution, the main athletics page is the most visited followed by athletics news, team rosters and game schedules.

- **The Day of Giving Page Commands Strong Visibility.** Trying to make a case to increase day of giving funding? A full 5 percent of all traffic from alumni identified online went to the day of giving page! There is no other page with such a high volume of traffic in such a condensed timeframe.

- **The Planned Giving Site is a Very Important Half Percent!**
  Although it represents less than one percent of all traffic, identifying alumni visiting the planned giving page provides invaluable data on who is considering a planned gift to the institution today

The Opportunity

The knowledge of where and when alumni engage can allow for more efficient allocation of resources. Knowing the day of giving page receives a full 5 percent of all alumni visits may change the way we see a "cost" associated with that day. While knowing the athletics site is the primary driver of alumni relationships can benefit solicitation strategies throughout the year.

Delivering the right solicitation to the right alum while they are on the athletics site can improve pledge rates earlier in the fiscal year — increasing second ask populations. Proper message timing and location on the website is also necessary to engage alumni who have chosen an online relationship in place of taking a phone-a-thon call, replying to direct mail piece or opening a mass email solicitation.

As the old saying goes ... location, location, location!

> " The knowledge of where and when alumni engage can allow for more efficient allocation of resources.