

ENGAGE

Customer Success Story



Brilliant Recruiting powered by ENGAGE Talent

The globally recognized Duke University Fuqua School of Business attracts and nurtures a new kind of leader who has the power to bring out the strength in others and move teams forward toward a common purpose. Duke is in constant pursuit of highly talented executive candidates in biotech and pharma industries who will make a huge impact to the community and the world at large.

The Challenge

Global MBA programs continually strive to attract talented professionals from the most diverse backgrounds and industries. The Fuqua School of Business at Duke is no different. Their objectives are to find, attract, and engage with professionals in very niche industries including biotech and pharma for their executive business education programs. The challenge for Duke is to have access to the most impactful data sources of executive talent and to get the maximum response rate from outbound email campaigns sent to them.

The Search

There are a number of email marketing tools available in the market that facilitate outbound email campaigns. Duke looked at a number of them but were not satisfied. The biggest criteria for Duke was to find a solution that combined candidate data for biotech and pharma executives and a tool that would help them compose the most optimal emails that have the highest response rates.

Immediately after seeing the ENGAGE Talent solution, the selection team at Duke knew they had found the right system for their needs.

The Selection

With ENGAGE, Duke is able to run a multi-part campaign with different message streams over a defined period of time with amazing early results. ENGAGE was able to identify 80,000 potential Duke executive MBA students based on a variety of criteria which led to more than a 16% response rate on outbound email campaigns.

“ENGAGE combines a very comprehensive data source and provides us a easy to use tool that helps us compose the perfect emails that get the most response.” - Elizabeth R. Hogan

ENGAGE is honored and thrilled to have such a great champion in Duke. Start building a trusting relationship with your candidates by connecting the right candidate with the right opportunity at the right time with the right message.

That's Brilliant Recruiting.

“ We have not yet launched our entrepreneurship campaign, but were delighted to learn that of the 10,000 contacts ENGAGE provided us in this target audience, only 10 were already known to the business school. ENGAGE is providing us access to individuals we wouldn't otherwise even know about. ”

Elizabeth R. Hogan

Associate Dean,
Global Marketing

**Duke University's
Fuqua School of Business**

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**REQUEST A
DEMO**